

# City and County of San Francisco

Office of the Controller – City Services Auditor

## **SURVEY OF SAN FRANCISCO PARK USERS SPRING 2007**



*March 31, 2008 – Revised and Reissued  
(Originally Issued November 15, 2007)*

## **CONTROLLER'S OFFICE CITY SERVICES AUDITOR**

The City Services Auditor was created within the Controller's Office through an amendment to the City Charter that was approved by voters in November 2003. Under Appendix F to the City Charter, the City Services Auditor has broad authority for:

- Reporting on the level and effectiveness of San Francisco's public services and benchmarking the city to other public agencies and jurisdictions.
- Conducting financial and performance audits of city departments, contractors, and functions to assess efficiency and effectiveness of processes and services.
- Operating a whistleblower hotline and website and investigating reports of waste, fraud, and abuse of city resources.
- Ensuring the financial integrity and improving the overall performance and efficiency of city government.

The audits unit conducts financial audits, attestation engagements, and performance audits. Financial audits address the financial integrity of both city departments and contractors and provide reasonable assurance about whether financial statements are presented fairly in all material aspects in conformity with generally accepted accounting principles. Attestation engagements examine, review, or perform procedures on a broad range of subjects such as internal controls; compliance with requirements of specified laws, regulations, rules, contracts, or grants; and the reliability of performance measures. Performance audits focus primarily on assessment of city services and processes, providing recommendations to improve department operations.

We conduct our audits in accordance with the Government Auditing Standards published by the U.S. Government Accountability Office (GAO). These standards require:

- Independence of audit staff and the audit organization.
- Objectivity of the auditors performing the work.
- Competent staff, including continuing professional education.
- Quality control procedures to provide reasonable assurance of compliance with the auditing standards.



# City and County of San Francisco

## Office of the Controller - City Services Auditor

Survey of San Francisco Park Users Spring 2007

March 31, 2008

The park survey conducted in April 2007 was intended to: measure the park user experience on site, characterize San Francisco City park users, provide data on typical park usage patterns, and assess the park maintenance standards against the public's perception. The survey was administered in 29 City parks and completed by more than 1,300 park users, a cooperation rate of 53 percent.

### Highlights

#### Demographic profile of park survey respondents

- Eighty-four percent of survey respondents were San Francisco residents. Among them, 54 percent have lived in the City for ten years or longer, compared to an estimated one-third of the San Francisco population.
- Almost half (48 percent) were between age 30 and 44.
- Of survey respondents who described themselves as one race or ethnicity, 57 percent said they were white, 18 percent said they were Asian or Pacific Islander, 15 percent said they were Hispanic or Latino, and 4 percent said they were African American.
- Sixty-two percent had incomes of \$50,000 or more, and two-thirds had four years of college, an undergraduate degree, or graduate or professional education, compared to 53 percent of San Franciscans.

#### Park usage patterns

- Sixty percent of park users visit the park at which they were surveyed once a week or more during the dry season (April-October). During the rainy season, 50 percent of visitors visit that frequently.
- Sixty-three percent of surveyed users report visiting other City parks at least once a month.
- The most common reason park users give for visiting a park is to relax (32 percent), followed by using a children's playground (26 percent) and to walk or jog (22 percent).
- A large majority (65 percent) of users said they choose a park because of the convenience of its location and most users either drive (44 percent) or walk (46 percent) to the park. Only 6 percent said they use Muni to get to the park while 3 percent take their bike.
- Thirty-seven percent of users report spending between one and two hours on site when they visit a park.
- Thirty percent of survey respondents were visiting with family members, 27 percent were accompanied by friends and 15 percent were walking a pet.

#### Park experience ratings

- Most respondents rated parks as excellent (43 percent) or good (44 percent), while 14 percent gave their park a "fair" rating (12 percent) or a poor/very poor rating (2 percent).
- Sixty-seven percent of respondents said they felt very safe during their park visit while only 6 percent felt unsafe or very unsafe.
- Among park features that need improvements, availability of restrooms (30 percent) and condition of restrooms (23 percent) were the most frequently cited, followed by general cleanliness (18 percent).

*Copies of the full report may be obtained at:*

Controller's Office • City Hall, Room 316 • 1 Dr. Carlton B. Goodlett Place • San Francisco, CA 94102 • 415.554.7500  
or on the Internet at <http://www.sfgov.org/controller>

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**CITY AND COUNTY OF SAN FRANCISCO**  
**OFFICE OF THE CONTROLLER**

**Ed Harrington**  
**Controller**  
**Monique Zmuda**  
**Deputy Controller**

**TO:** Mayor Gavin Newsom  
Members of the Board of Supervisors  
Yomi Agunbiade, General Manager of the Recreation and Park Department  
Interested Parties

**DATE:** November 13th, 2007

**SUBJECT:** Survey of San Francisco Park Users Spring 2007

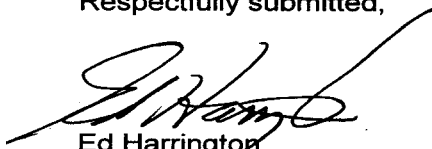
The Controller's Office, City Services Auditor conducted an intercept survey in selected City parks between April and May 2007 to characterize park users and measure direct perceptions about their park experience. Twenty-nine parks were visited and we received 1,363 completed responses from 2,647 park users who were approached and asked to fill out a questionnaire. The results are summarized in the attached report and are available online at: <http://www.sfgov.org/controller>.

Several findings stand out:

- ❖ The majority of respondents visit the park at which they were surveyed at least once per week during the rainy season (50 percent) and during the dry season (60 percent).
- ❖ Thirty-two percent of respondents say they visit a park to relax, 26 percent come to visit a playground, and 22 percent say the primary purpose of their visit is to walk or jog.
- ❖ Among the reasons respondents listed for visiting the park, 65 percent mentioned location, followed by landscaping (34 percent) and children's playgrounds (32 percent).
- ❖ Eighty-six percent of respondents rated their experience excellent or good.
- ❖ Thirty percent of respondents thought that restroom availability should be improved, and 23 percent thought that restroom condition should be improved.

If you have any questions or would like to know more about the park user survey, please contact me, Peg Stevenson (554-7522) or Claire Kramme (554-7540) of my staff, who directed the survey.

Respectfully submitted,



Ed Harrington  
Controller

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## LIST OF ACRONYMS

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CON	Controller's Office
NSA	Neighborhood Services Area
PRI	Public Research Institute – San Francisco State University
Prop C	Proposition C (City Charter Amendment, passed November 2003)
Rec and Park	Recreation and Park Department



# INTRODUCTION

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## Background

The Controller's Office is engaged in various projects related to City parks. The passage of the City Services Auditor Amendment (Prop C) in November 2003 requires that the Controller's Office perform an annual test of the City's performance on park maintenance standards developed in partnership with the Recreation and Park Department. The results of these annual reviews will help better allocate resources to parks that need them most and can be viewed at:

<http://co.sfgov.org/webreports/index.aspx?unit=sp>

In addition, since 1998, the Controller's Office has been conducting a City Survey which has proven to be a useful tool for measuring citizens' satisfaction and analyzing and improving the condition of City parks.

For the first time this year and to further the City's knowledge of parks and parks usage, the Controller's Office initiated a more focused survey effort to collect park users' input and comments about their direct experiences in City parks.

## Objectives

The park intercept survey, which consists of questioning anonymous park users directly in the parks, is intended to:

1. Measure a snapshot of the park user experience at the date and time the user filled out the survey,
2. Characterize San Francisco City park users,
3. Provide data on typical park usage patterns, and
4. Assess park maintenance standards against the public's perception.

## Scope and Methodology

### *Study design*

San Francisco City park users completed a self-administered, paper-and-pencil intercept survey at a sample of San Francisco City parks, with an option to complete the survey online.

### *Survey instrument*

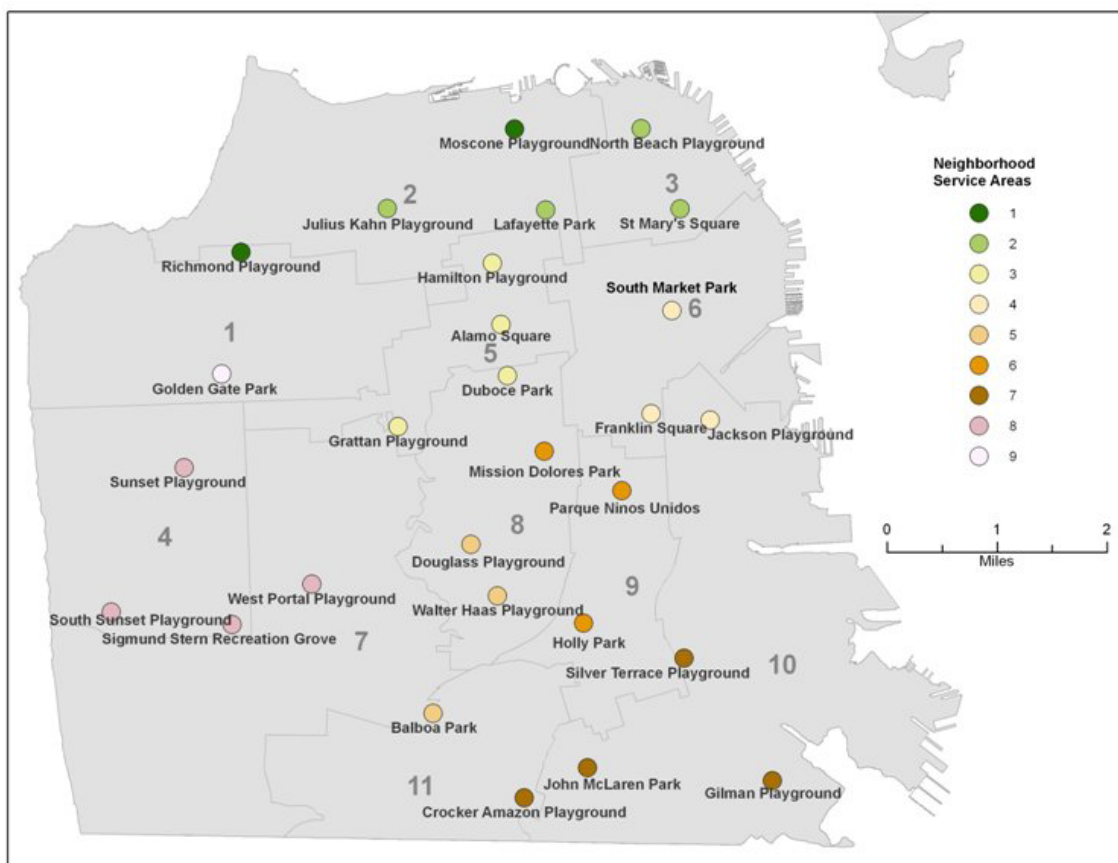
Designed by the Public Research Institute (PRI) of San Francisco State University and the Controller's Office in partnership with the Recreation and Park Department, the survey instrument was available in English, Spanish and Chinese. The online version was available in English only.

The survey included items measuring:

1. Patterns of park usage, such as frequency of visits to the sampled park, reasons for visiting that particular park, mode of travel, time spent during the park visit, purpose for visiting the park, and frequency of visiting other San Francisco City parks;
2. Overall ratings of the park, park safety, and aspects of the park that could be improved; and
3. Demographic and geographic characteristics of the respondent/park user.

For a detailed description of the survey methodology, please see Appendix A. For a complete version of the survey questionnaire, please see Appendix B.

# **EXHIBIT 1 San Francisco Parks Selected for the Park User Survey with Neighborhood Service Area and Supervisorial District**



Source: Controller's Office Park Intercept Survey - June 2007

### *Sample design*

The parks at which users were surveyed (“sample parks”) were selected to obtain a representative sample of the park population and park users. Exhibit 1 shows the sample parks.

Several criteria were used to select the sample parks:

1. Service Area - Location

Between two and four parks were selected within eight of the nine Neighborhood Service Areas (NSAs) designated by the Recreation and Park Department.<sup>1</sup> Golden Gate Park (NSA 9) was also selected, for a total of 28 parks. Appendix A contains a list of sample parks. Please see Appendix C and Appendix D for a map and list of all City parks by Neighborhood Service Area.

2. Amenities in the park

Since the survey was intended to measure user opinions about the condition of amenities such as athletic courts, play structures, and bathrooms, and to assess the extent to which amenities influence park usage, parks were selected in part on the basis of their amenities.

3. Park maintenance standards inspection scores as measured by the Controller’s Office in FY2006-07

Parks were also selected on the basis of their most recent inspection score given by the Controller’s Office. Each park inspection consists of a pass/fail score of a set of maintenance standards; the percent of standards receiving a passing score is the inspection score for that park. The parks in the survey sample had average inspection scores similar to those of all neighborhood and regional parks inspected by the Controller’s Office in FY2006-07.

### *Survey administration*

Twelve experienced field interviewers were hired to conduct the park surveys between April 29 and May 12, 2007.

The survey administration schedule was configured to ensure an equal number of visits to each park within specified time periods and on weekdays (Monday through

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<sup>1</sup> NSA is a designation created by the Recreation and Park Department that assigns an approximately equal number of local and neighborhood parks to each of eight service areas, plus Golden Gate Park.

Friday) and weekends (Saturday and Sunday). For both weekdays and weekends, survey shifts were conducted in the early morning (7 a.m. to 9 a.m.), morning (9 a.m. to noon), afternoon (noon to 4 p.m.), and evening (4 p.m. to 7 p.m.). Field interviewers made a total of 407 visits to City parks to administer the surveys.

*2,647 park users were approached to fill out the survey resulting in a cooperation rate of 53 percent*

Of the 2,647 park users approached to participate in the survey, 1,363 (51 percent) completed the questionnaire, 120 (5 percent) could not complete it in one of the available languages, and 1,164 (44 percent) either declined to participate or returned a blank form. Omitting those who were unable to participate because of a language barrier, the cooperation rate for the survey was 53 percent.

Ninety percent of the surveys (1,222) were conducted in English, 6 percent (77) in Spanish, and 5 percent (64) in Chinese.

See Appendix A for further detailed methodology and Appendix E for a list of completed surveys by NSA park, time period and weekday/weekend.

*Post-survey follow-up*

To add context to the results of the park users survey, PRI conducted follow-up telephone interviews with a sample of survey respondents. See Appendix F for the methodology and observations of this follow-up.

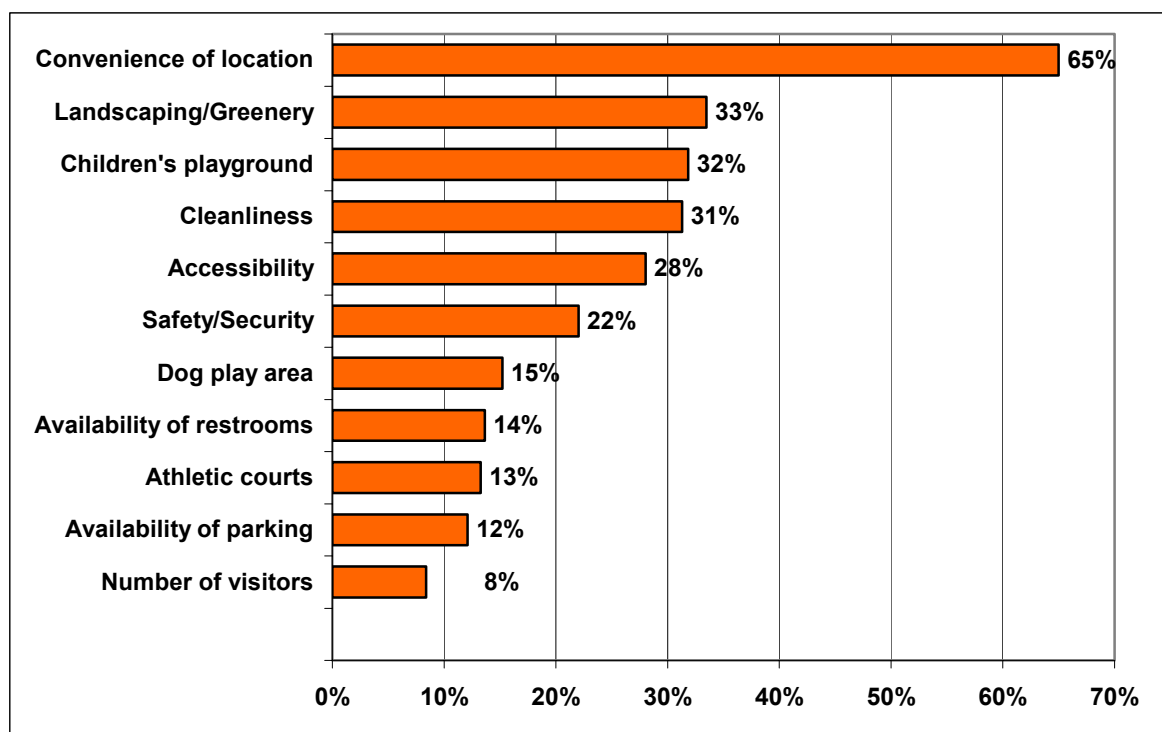
# CHAPTER 1 – HOW DO YOU CHOOSE YOUR PARK?

## Reasons for Choosing a Particular Park

*The most common reason to visit a park is the convenience of its location*

Exhibit 2 illustrates the most common reasons respondents cited for visiting the park at which they were surveyed. Two out of three respondents said they chose the park they were visiting because of the convenience of its location (65 percent). Other factors influencing their decision include landscaping/greenery (33 percent), children's playground(s) (32 percent) and cleanliness of the park (31 percent).

## EXHIBIT 2 Reason for Choosing a Specific Park by Ranking Order



Note: Percentages do not add to 100 because respondents were allowed to make multiple selections.

Source: Controller's Office Park Intercept Survey Results – June 2007.

*Frequent users select parks based on safety/security, children's playgrounds, and dog play areas*

Frequent park users – who are defined as users who visit the park at which they were surveyed once per month or more year round and other City parks at least once per month – represented 53 percent of the survey respondents. They are more likely than infrequent users to select parks based on safety/security, children's playgrounds, and dog play areas.

*Households with children are more sensitive about restroom availability when choosing a park*

Respondents with children (46 percent of respondents) are 1.7 times as likely as respondents with no children to select parks based on restroom availability, but less likely to choose a park because of landscaping/greenery.

*"I am happy I have park for my children but they should open the restrooms every day."*

*- Jackson Playground Visitor*

*"This park is suitable for children. It's safe. But I cannot believe the restrooms are closed on weekends."*

*- South Sunset Playground visitor*

**Travel Time and Method of Getting to the Park**

*Selected profiles*

An overwhelming majority of park users walked (46 percent) or drove (44 percent) to the park at which they were surveyed.

Park users most likely to walk to the park are:

- Frequent park users
- Those with fewer or no children in the household

Park users who are most likely to drive to the park are:

- Age 30 or older
- San Francisco residents
- Those with \$50,000 or higher annual income
- Those with one or more children in the household

*Travel time*

Most respondents (84 percent) reach the park they visit in 20 minutes or less, including over half (54 percent) who take less than ten minutes. Exhibit 3 illustrates the travel time of various users.

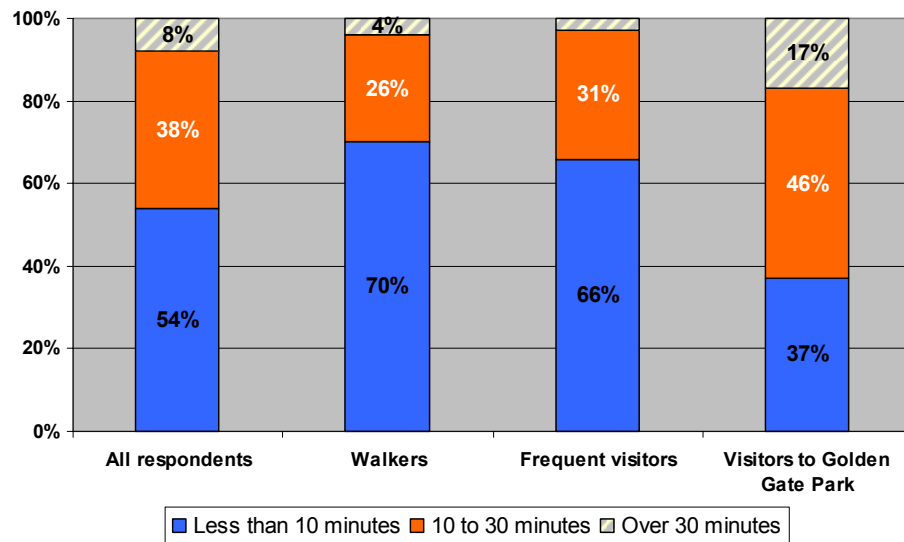
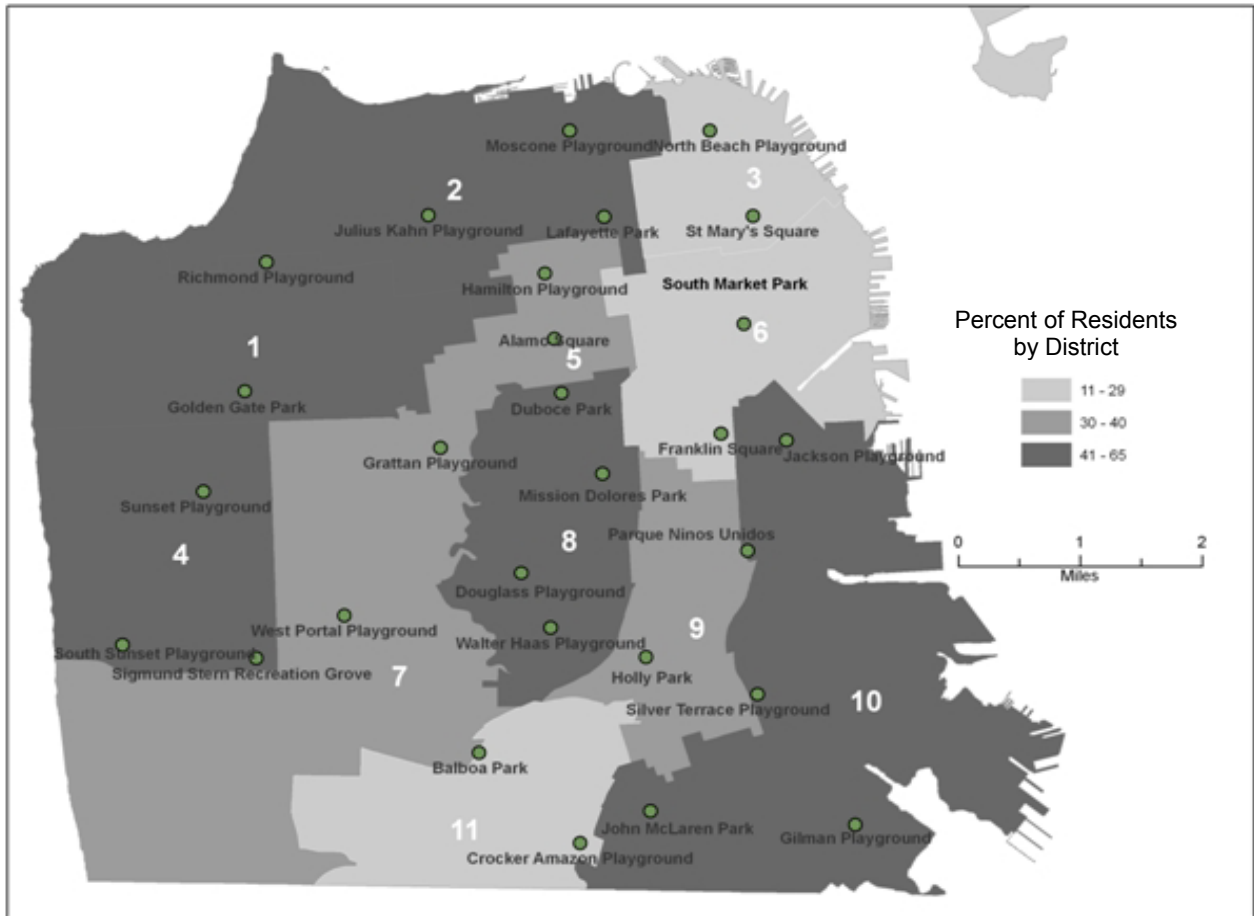
**EXHIBIT 3****Length of Time to Travel To Parks: All Respondents and Selected Subgroups**

Exhibit 4 shows that residents of some supervisorial districts are much more likely than others to visit parks in their own district. The opposite is also true – for example, residents of Districts 3, 6, and 11 are significantly less likely than other survey respondents to visit parks located in their own districts.

**EXHIBIT 4****Percent of Survey Respondents Using Parks in their Own  
Supervisory Districts**

Note: The green dots represent the parks at which the intercept survey was administered.

Source: Controller's Office Park Intercept Survey – June 2007.



## CHAPTER 2 – HOW DO YOU USE YOUR PARK?

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### Summary

Sixty percent of park users visit the park at which they were surveyed once per week or more during the dry season (April through October), and 50 percent visit once per week or more during the rainy season (November through March). Sixty-three percent report visiting City parks other than the one at which they were surveyed at least once per month.

### Frequency of Usage

Fifteen percent of surveyed users said that they were visiting the park at which they were surveyed for the first time. The parks with the greatest number of first time visitors include:

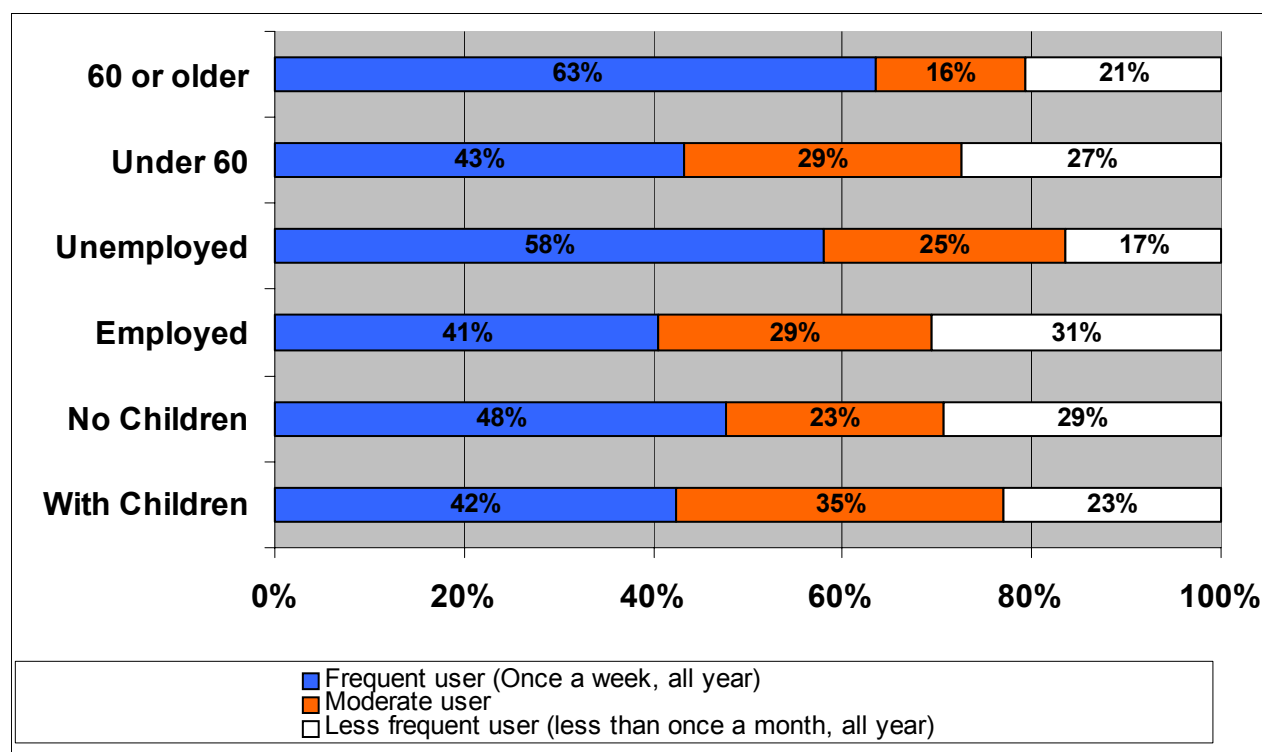
- Golden Gate Park
- Mission Dolores Park
- Julius Kahn Playground
- Alta Plaza
- Bernal Heights Recreation Center
- Duboce Park
- Buena Vista
- Parkside Square

As noted above, 53 percent of survey respondents are classified as frequent users, those who visit the park at which they were surveyed once per month or more year round and other City parks at least once per month.

*Households with children, with higher income, and whites are the most likely to be frequent park users*

Respondents with children are 1.4 times as likely as those with no children, and whites are 2.1 times as likely as any other ethnic group, to be frequent park users. Respondents with higher household incomes, as well as those with a higher level of education (four year degree or higher), are also more likely to be frequent users.

Exhibit 5 illustrates the frequency of park usage by specific groups.

**EXHIBIT 5****Frequency of Park Usage During Rainy and Dry Seasons by Specific Groups**

Source: Controller's Office Park Intercept Survey – June 2007.

**Usage Patterns***By season*

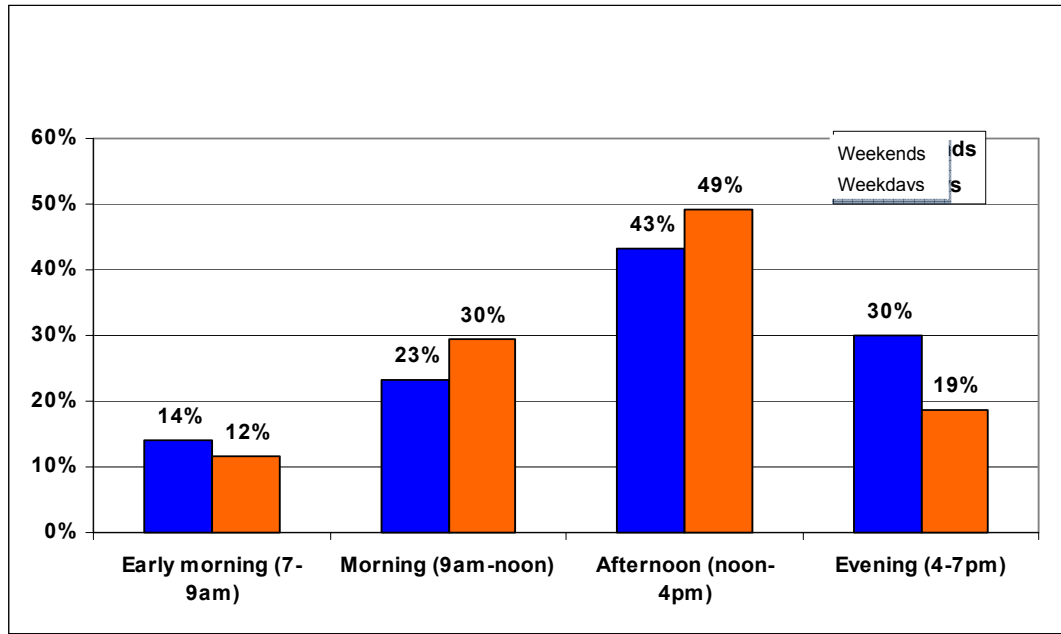
Sixty percent of park users visit the park at which they were surveyed once a week or more during the dry season (April through October) and about 50 percent at the same rate during the rainy season (November through March). Among them, park users who are at least 60 years old and long-term San Francisco residents use the parks more frequently than other groups during the rainy season.

*By time of the day and of the week*

Overall, park users visit parks during evening hours (4 p.m. to 7 p.m.) more often on weekdays than on weekends (39 percent compared to 27 percent). Park users visit parks during the morning hours (9 a.m. to noon) and afternoon hours (noon to 4 p.m.) more often on weekends than on weekdays.

Exhibit 6 illustrates the time of day and part of the week (weekday or weekend) that frequent park users typically visit parks. Exhibit 7 shows the group of park users most likely to visit parks at different times.

#### EXHIBIT 6 Frequent Park Users: Time of Day and Weekday/Weekend Park Use



Source: Controller's Office Park Intercept Survey – June 2007.

#### EXHIBIT 7 Respondent Groups Most Likely to use Parks by Weekend/Weekday and Time of Day

	Weekdays				Weekends			
	Early morning (7-9am)	Morning (9am-noon)	Afternoon (noon-4pm)	Evening (4-7pm)	Early morning (7-9am)	Morning (9am-noon)	Afternoon (noon-4pm)	Evening (4-7pm)
Long-term SF residents								
Without children								
With children								
White/Caucasian								
Work full-time/College education								

Source: Controller's Office – Park Intercept Survey- June 2007.

**Length of Visit**

A majority of visitors spend 30 minutes to one hour during their visit (32 percent) or one to two hours (37 percent). Females spend more time on average than males during their park visits, while Hispanic/Latino respondents report the longest park visits.

**With Whom do You Visit?**

Thirty-one percent of respondents were visiting the park at which they were surveyed with children five years or younger, 27 percent were with friends, 15 percent were alone, and another 15 percent were with a pet.

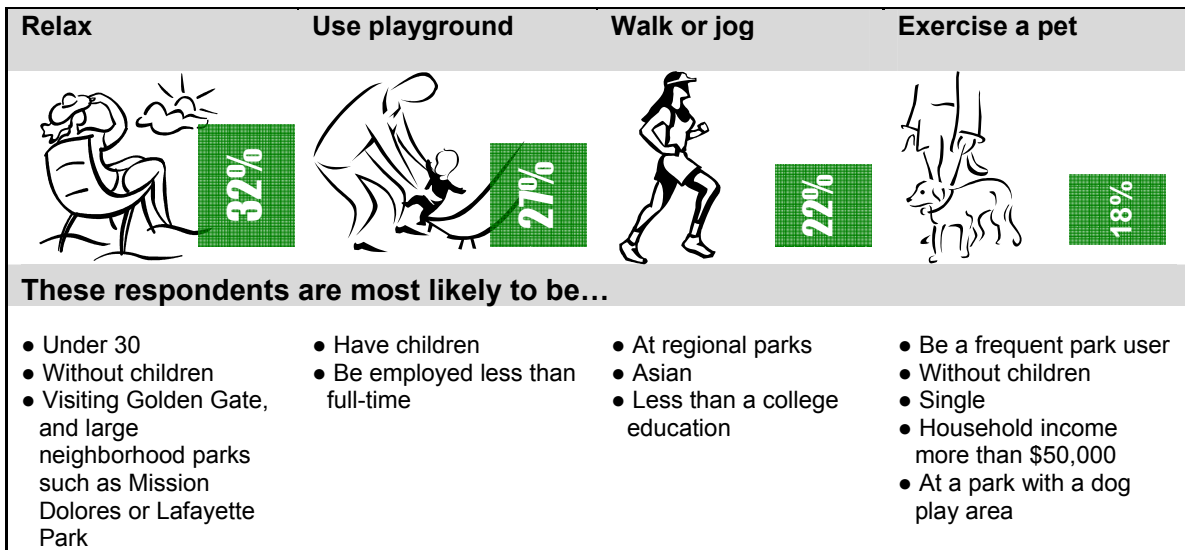
**Purpose of Visit**

As illustrated in Exhibit 8, the most common reason respondents give for visiting a park is to relax (32 percent), followed by to use a children's playground (27 percent), and to walk or jog (22 percent).

*Twenty-seven percent of survey respondents were visiting the park to use a children's playground*



*Parque Ninos Unidos Playground*

**EXHIBIT 8****What is the main reason why you came to this park today?**

Source: Controller's Office – Park Intercept Survey- June 2007.

*“This park has a very relaxing atmosphere, you just come here to relax and chill!”*  
- Mission Dolores Park visitor

*“My daughter’s cooperative preschool is located at this park. It’s wonderful and creates a real community in the neighborhood”*  
- Grattan Playground visitor

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## CHAPTER 3 – WHAT DO YOU THINK ABOUT YOUR PARK EXPERIENCE?

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### Summary

Overall, park users give good marks to City parks – almost nine in ten respondents (86 percent) feel the parks are good or excellent, and two out of three feel very safe.

*“The parks in this City seem very well maintained and there are a large amount of neighborhood parks that all seem to get good use.”*

*- South Sunset Playground visitor*

While many comments related to an aspect of the park that the respondent wanted to see improved, the comments give insight to what users think about their parks, both good and bad.

### Overall Satisfaction

*Survey respondents are generally grateful for the San Francisco park system and choose parks that are meeting the City’s park maintenance standards*

Most respondents rated the park at which they were surveyed as excellent (43 percent) or good (44 percent) overall; only 2 percent gave an overall rating of poor or very poor.

*“I appreciate the park system in SF. It’s a beautiful place.”*

*- St. Mary’s Square visitor*

*“Thanks for a beautiful park!”*

*- Mission Dolores Park visitor*

The intercept survey shows a higher level of satisfaction (87 percent) than the random population surveyed in the 2007 City Survey. In the citywide survey, satisfaction with the overall quality and condition of parks was closer to half the population – and more people gave an average to good score to parks.

Several respondents remarked on the City’s renovation efforts, and indicated that they opted for parks where renovations had been completed.

*“I like how the City has focused on improving the park. After trying different parks, this one is the best.”*

*- West Portal Playground visitor*



*West Portal Playground*

On the whole, respondents' choices reflected the Controller's Office park inspections findings. When a park passed the City's park maintenance standards for a specific feature, the park user survey shows that visitors are more likely to choose this park because of this feature. Higher Controller's Office park inspection scores usually matched with higher ratings by the survey respondents.

The opposite was not necessarily true. If a park failed a maintenance standard (such as overall park cleanliness or graffiti), users did not necessarily find that aspect of the park in need of improvement. For only two features, inspection scores concurred with areas that respondents felt needed improvement: surface quality of courts and amenities/structures (benches and recreation buildings for example).

One possible explanation of this variance is that the City has strict inspection maintenance standards while the public may be more tolerant. For example, the City has a zero tolerance standard for graffiti, while the public may tolerate a certain level of graffiti before it negatively affects their opinion.

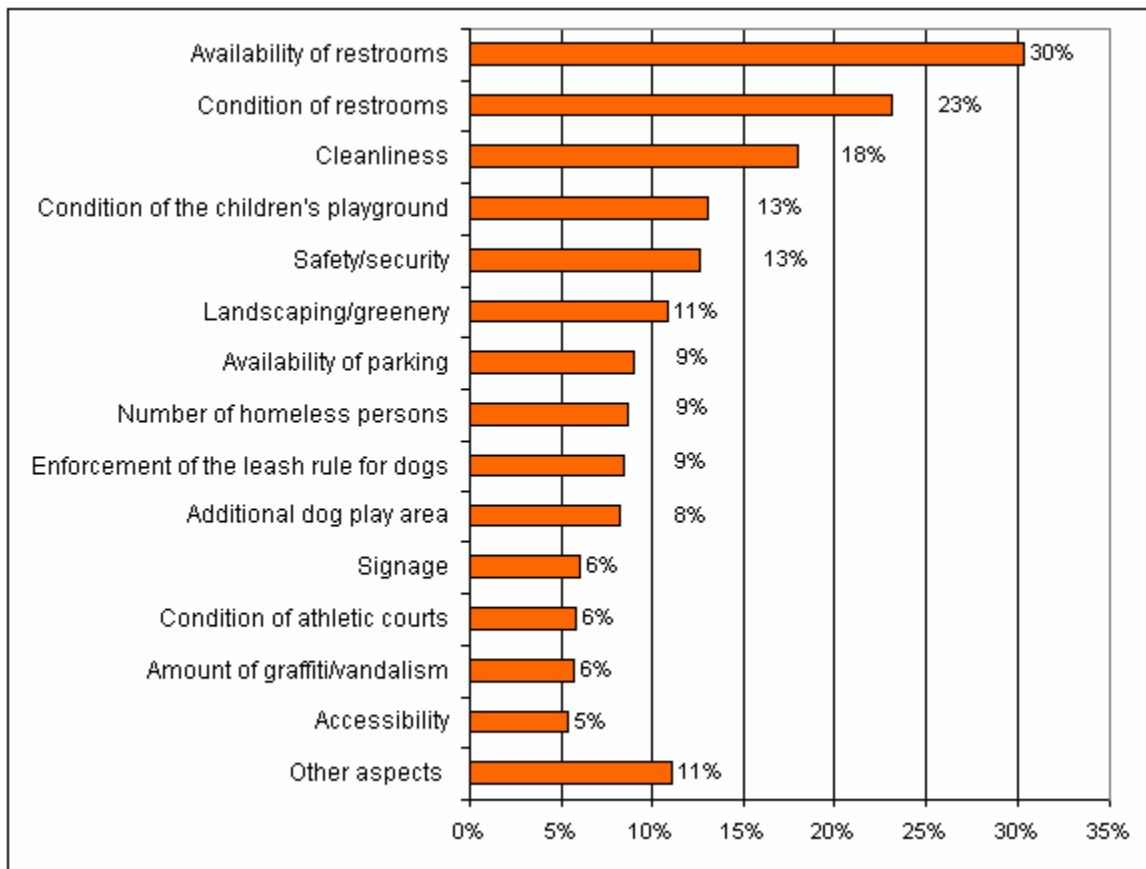


## Areas Where Improvements Are Needed

Overall, 82 percent of respondents indicated that some aspect of their park should be improved. As illustrated in Exhibit 9, availability of restrooms (30 percent) and condition of restrooms (23 percent) were the most common responses to what could be improved in the surveyed parks, followed by general cleanliness (18 percent). San Francisco residents, parents, and those who do not work full time were more likely to indicate that parks should be cleaner. The condition of the children's playground, safety/security, and landscaping/greenery were also commonly cited.

### EXHIBIT 9

### Park Elements in Need of Improvement According to Survey Respondents



Note: Percentages do not add to 100 because respondents were allowed to make multiple selections.

Source: Controller's Office- Park Intercept Survey Results- June 2007.



*Douglass Playground Restrooms*



*Hamilton Playground Trash Can*

*Among surveyed parks, Franklin Square and McLaren Park stand out because of their pressing need for improvement*

Visitors to parks in Neighborhood Service Area (NSA) 7 are more likely than those in other NSAs to cite a number of aspects needing improvement, including cleanliness, graffiti, landscaping, condition of children's playgrounds, and additional dog play areas (see Appendix D for list of properties by NSA).

Franklin Square and McLaren Park stand out in their need for improvement on a number of measures, including safety/security, number of homeless persons, and availability of restrooms. In addition, Franklin Square visitors are more likely to cite cleanliness, and McLaren Park visitors are more likely to cite amount of graffiti, landscaping/greenery, condition of children's playgrounds, and the need for an additional dog play area.

*"Second largest park in SF, it should have additional staff. Group picnic areas need policing on weekends. Garbage cans at picnic sites should be raccoon proof."*

*- McLaren Park visitor*

*"Need more security in the surroundings and more police presence."*

*- Franklin Square visitor*



*Franklin Square Children's Playground*



*Franklin Square Homeless Encampment*

## **Restrooms**

*Recreation and Park only keeps open as many restrooms as it can maintain – and that is not enough for park visitors*

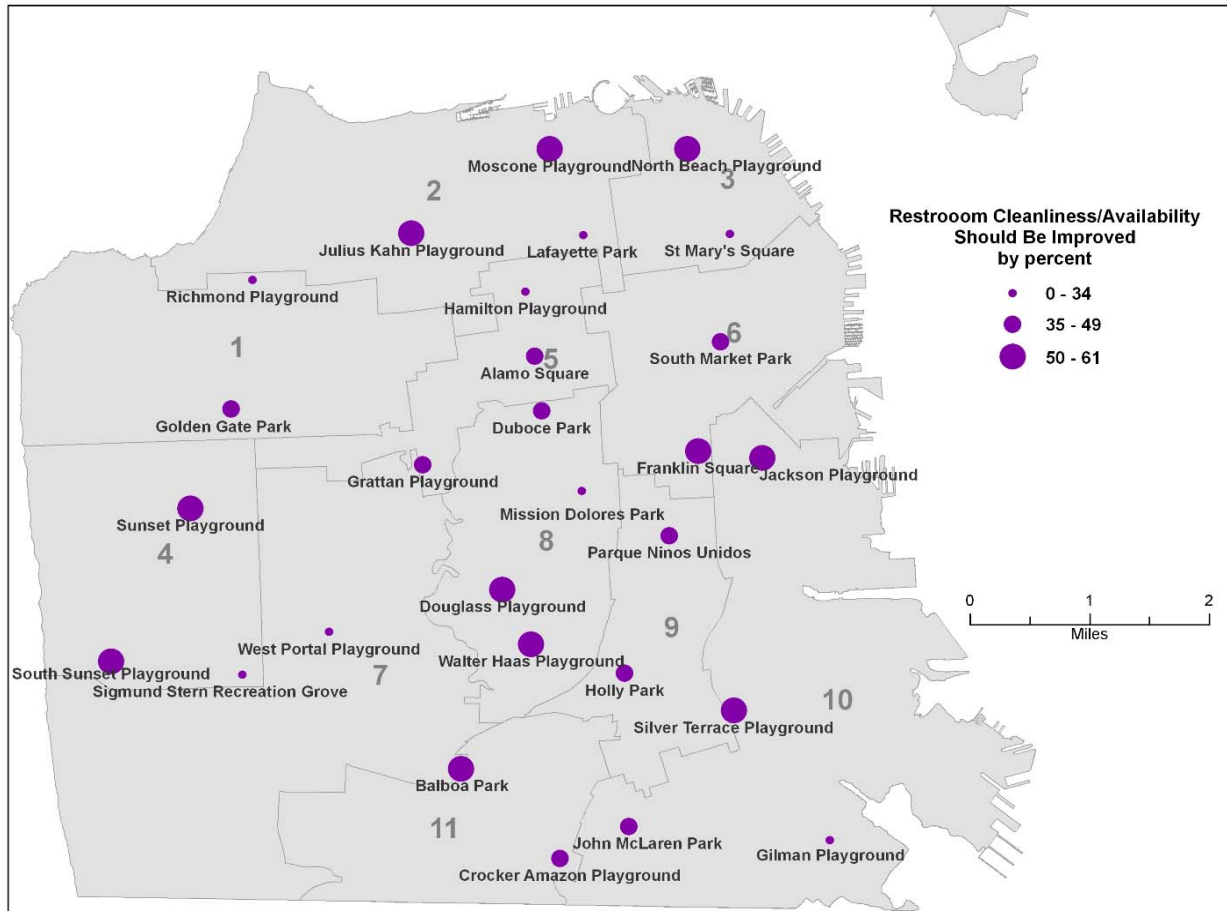
Nearly one in six respondents commented on the availability and condition of restrooms, as illustrated in Exhibit 10.

*“Restrooms are always closed; people urinate and defecate in bushes and on sides of parks especially weeknights during sport games.”*

In the annual park inspections, conducted by Recreation and Park and the Controller's Office, the Controller noted that only 60 percent of restrooms were open and available to the public.

While restrooms remain a significant factor of concern about parks, ParkScan findings indicate this might be decreasing over time. The ParkScan.Org 2006 Year End Report, a product of the Neighborhood Park Council (NPC), found fewer concerns over the condition and cleanliness of restrooms compared to previous years.

The Recreation and Park Department is working with NPC on a task force to assess and address restrooms in the park system. A draft report is being developed and should be released to the public by early 2008.

**EXHIBIT 10****Park Restrooms in Need of Improvement According to Survey Respondents**

Source: Controller's Office- Park Intercept Survey Results- June 2007.

**Cleanliness**

*People who value cleanliness will choose cleaner parks (as evaluated by the Controller's Office in FY2006-07)*

While respondents' ratings of park cleanliness are not related to the score the park received during the Controller's Office park inspections, visitors who select parks because of their cleanliness tend to go to those that received higher cleanliness scores during Controller's Office inspections. Exhibit 11 provides an example of one such case, and Exhibit 12 illustrates the parks at which users indicated cleanliness needs to be improved. In particular, survey respondents said that parks in the northeast and south of the City are in need of improved cleanliness.



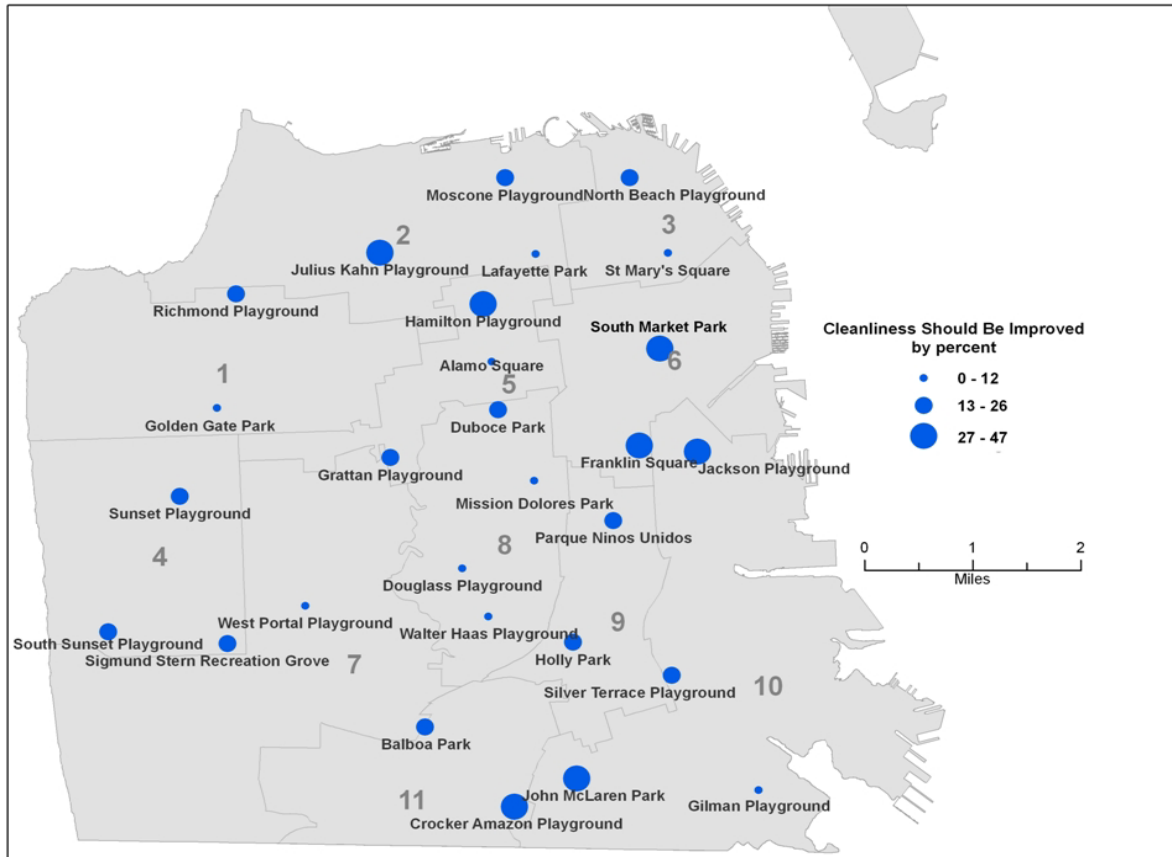
*Lafayette Park*

**EXHIBIT 11**

**Respondent Cleanliness Ratings Compared to Controller's Office  
Park Inspection Results**

<b>Park</b>	<b>Franklin Park</b>	<b>Parque Ninos Unidos</b>
Percent of people who...		
choose the park for cleanliness	13%	47%
think cleanliness should be improved	42%	16%
Controller's Park Inspections score	60% (low)	100% (high)
Park user comments	<i>"More maintenance - more gardeners."</i>	<i>"This park is very clean, secure, and pleasant."</i>
Controller's Office inspector comments	<i>"Artificial turf is heavily used and littered". "Sand in children's playground is full of debris and cigarette butts."</i>	(None)

Source: Controller's Office- Park Intercept Survey Results- June 2007.

**EXHIBIT 12****Park Restrooms in Need of Cleanliness Improvements According to Survey Respondents**

Source: Controller's Office- Park Intercept Survey Results- June 2007.

## Safety

*Two of three  
respondents feel very  
safe*

A majority of survey respondents (67 percent) said that they felt very safe during their park visit, while only 6 percent felt unsafe or very unsafe.

Several parents gave positive feedback on the safety of their chosen parks while visiting with their children.

*"I have heard many mothers in other cities express surprise I live within blocks of 4 great parks, safe for my kid."*

*- Grattan Playground visitor*

*"I think this park is very safe and fun. My children like it a lot. We have a great time."*

*- South Sunset Playground*

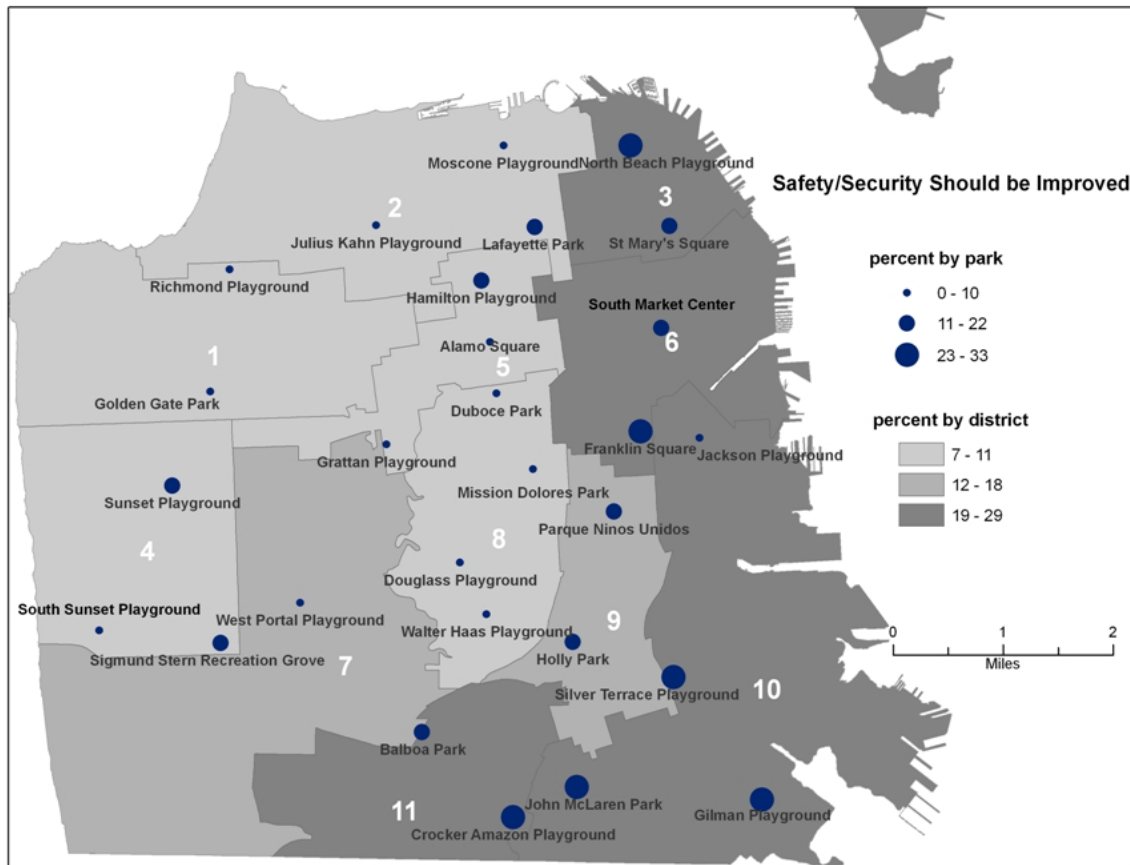
However, where safety was a concern, those most likely to indicate they felt less safe were parents, as well as park users who had less than a college education.

*"The park is very beautiful. The only thing that I think has to be better is the security."*

*- Crocker Amazon Playground visitor*

Parks at which more than 10 percent of users reported feeling somewhat unsafe or very unsafe include Franklin Square, North Beach Playground, John McLaren Park, Sigmund Stern Recreation Grove, Silver Terrace Playground, South of Market Recreation Center, and South Sunset Playground. In addition, as illustrated in Exhibit 13, up to 30 percent of people visiting parks in the northeast and southeast of San Francisco feel that safety should be improved.



**EXHIBIT 13****Percent of Survey Respondents Who Feel Park Safety Should be Improved**

Source: Controller's Office- Park Intercept Survey Results- June 2007.

**Playgrounds and Play Structures**

Many respondents commented on the play structures in parks, especially the overall condition of playgrounds. These comments tended to be fairly targeted – comparing the renovations at various playgrounds, and specific aspects that matter to play structure use.

*"Great work in redoing the playgrounds!"*  
- Moscone Recreation Center visitor



While respondents were quick to appreciate completed renovations, they also noted where more improvements were needed.

*"This playground and facility should be improved to be brought up to date and cleaner/ safe for all the children... Overall it is one of favorite playgrounds to visit."*

*- Grattan Playground visitor*

*"This park's playground is in good condition; however there are others that are not. I think periodical review on condition & safety is necessary."*

*- South Sunset Playground visitor*



*Richmond Playground*

### **Parking Availability**

*Infrequent users and visitors to highly-visited parks want improved parking*

Respondents want improved parking at highly utilized parks such as Moscone Recreation Center and Mission Dolores, but fewer than one in ten respondents overall expressed a need for improvements in parking. The other key groups are parents, and those who use parks less frequently.

### **Homelessness**

One in ten respondents said that homelessness should be addressed. Among them, visitors of large neighborhood parks and regional parks were more likely (7.4 times in Lafayette Park and 5.9 times in Golden Gate Park for example) than others to say that the number of homeless people in the parks was a concern.

*"I love the park but I don't like the homeless that are in this park all the time."*

*- Lafayette Park visitor*

*"The unacceptable density of homeless in parks is extremely dangerous."*

*- Crocker Amazon Playground visitor*

*"I love this park but too many homeless people. It's a public park but they just get too aggressive."*

*- Mission Dolores visitor*



*Mission Dolores Park*

### **Appropriateness of Structures for Special Populations**

A significant proportion of respondents said that park facilities adequately provided for children (90 percent), and a majority felt that facilities were adequate for seniors (84 percent), and disabled persons (81 percent).

Of those who thought that facilities were not adequate for children, 44 percent felt that accessibility was not adequate, and 37 percent felt that structures and facilities were not safe.

Of those who thought that park facilities were not adequate for seniors, accessibility was again the most common response (52 percent), followed by seating availability (44 percent). Among those who said that park facilities were not adequate for persons with disabilities, accessibility was mentioned most often (68 percent), followed by seating (33 percent) and safety of structures and facilities (30 percent).

## APPENDIX A: DETAILED SURVEY METHODOLOGY

### Study Design

San Francisco City park users completed a self-administered, paper-and-pencil intercept survey at a sample of San Francisco City parks, with an option to complete the survey online rather than onsite. The goal was to draw inferences to all San Francisco City park users, including non-residents.

### Survey Instrument

The survey instrument was intended to measure a “snapshot” of the park user experience on the date and time the user filled out the survey, as well as provide data on typical park usage patterns and characterize San Francisco City park users. The survey instrument was available in English, Spanish, and Chinese; the online version was only available in English.

The survey included items measuring:

- 1) patterns of park usage, such as frequency of visits to the sampled park, reasons for visiting that particular park, mode of travel, time spent during the park visit, purpose for visiting the park, and frequency of visiting other San Francisco City parks;
- 2) overall ratings of the park, park safety, and aspects of the park that could be improved; and
- 3) demographic and geographic characteristics of the respondent/park user.

### Sample Design

A deliberate sample design was used in this study. Between two and four parks were selected within each of eight of the nine Neighborhood Service Areas (NSAs) designated by the Recreation and Park Department. Golden Gate Park (NSA 9) was also selected, for a total of 28 parks.<sup>2</sup>

#### Sample Parks

Alamo Square	Mission Dolores Park
Balboa Park	Moscone Recreation Center
Crocker Amazon Playground	North Beach Playground
Douglass Playground	Parque Ninos Unidos
Duboce Park	Richmond Playground
Franklin Square	Sigmund Stern Recreation Grove
Gilman Playground	Silver Terrace Playground
Golden Gate Park	South of Market Recreation Center
Grattan Playground	South Sunset Playground
Hamilton Playground	St. Mary's Square
Holly Park	Sunset Playground
Jackson Playground	Walter Haas Playground
John McLaren Park	West Portal Playground
Julius Kahn Playground	
Lafayette Park	

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<sup>2</sup> NSA is a designation created by the Recreation and Park Department that assigns an approximately equal number of local and neighborhood parks to each of eight service areas, plus Golden Gate Park.

Because the survey was intended to measure user opinions about the condition of amenities such as athletic courts, play structures, and bathrooms, and to assess the extent to which amenities such as parking lots influence park usage, parks were selected in part on the basis of their amenities. For the same reason, although the Recreation and Park Department maintains several types of properties, including mini-parks and civic squares, parks for the survey sample were selected primarily from those properties designated as “neighborhood parks or playgrounds” or “regional parks” (with the exception of one civic square), because they contain a greater variety of amenities. Parks were also selected on the basis of their most recent inspection score given by the Controller’s Office. Each park inspection consists of a pass/fail score of a set of standard maintenance measures; the percent of maintenance standards receiving a passing score is the inspection score for that park. The parks in the survey sample were selected so that the average inspection scores were similar between the survey sample and all neighborhood and regional parks (see table below). The standard deviation for the sample was smaller than for all parks, indicating that inspection scores in the sample had a somewhat smaller range.

**Comparison of 2006-2007 Controller's Office Inspection Ratings for All Neighborhood and Regional Parks and Parks Included in the Survey Sample**

	<b>Average percent of maintenance standards met (Controller's Office inspections, 2006-07)</b>	<b>Range</b>	<b>Standard deviation</b>
<b>All regional and neighborhood parks</b>	83%	50%-100%	0.14
<b>All parks in the survey sample</b>	82%	66%-99%	0.09

After data collection began, field interviewers found that one of the selected parks had been closed for renovation, so that park was substituted for a similar park within the same NSA.

The survey administration schedule was configured to ensure an equal number of visits to each park within specified time periods and on weekdays (Monday through Friday) and weekends (Saturday and Sunday). For both weekdays and weekends, survey shifts were conducted in the early morning (7 a.m. to 9 a.m.), morning (9 a.m. to noon), afternoon (noon to 4 p.m.), and evening (4 p.m. to 7 p.m.). Because no reliable, independent data on park usage is maintained, the assignment of parks within the time periods and days was intended to result in an approximation of citywide park users. Of course, usage of different parks varies widely, and the sampling method resulted in an unequal number of completed surveys among parks and NSAs. While the goal was to complete at least 20 surveys at each park, two parks (Gilman Playground and South of Market Park) had such low usage that even after additional shifts were added, few surveys were completed at those parks.

Within each of the selected parks, one or more survey sample routes were chosen for the field interviewers to traverse and administer surveys. For larger parks, up to five routes were delineated; these routes were each sampled at the same rate as other parks. In most cases this resulted in a higher number of surveys for larger parks, and was intended to approximate park usage.

## Survey Administration

Twelve experienced field interviewers were hired to conduct the park surveys. Interviewers underwent Public Research Institute's (PRI) standard interviewer training, including completion of the National Institutes of Health (NIH) training on the protection of human subjects in research. In addition, interviewers participated in a hands-on training at Golden Gate Park, where they reviewed the survey instrument, survey administration procedures, and conducted several practice surveys with park users.

Prior to data collection, a test of 15 surveys was conducted at Golden Gate Park. Respondents were able to fill out the survey correctly and with minimal difficulty, so no changes were made to the instrument or the sampling and administration procedure as a result of the test.

The survey was conducted between April 29 and May 12, 2007. Field interviewers made a total of 407 visits to City parks to administer the surveys. Of the 2,647 park users approached to invite them to participate, 1,363 (51 percent) completed the survey, 120 (5 percent) could not complete the survey in one of the available languages, and 1,164 (44 percent) either declined to participate or returned a blank survey. Omitting those who were unable to participate because of a language barrier, the cooperation rate for the survey is 53 percent.<sup>3</sup> Ninety percent of the surveys (1,222) were completed in English; 6 percent (77) were conducted in Spanish, and 5 percent (64) were completed in Chinese.

For each park visit, field interviewers were instructed to traverse one of the prescribed routes within the sampled park, offering a survey to each adult park user within a 100-foot radius. If more than ten park users were present at one time, the interviewers were instructed to survey every other person.



Park users who were approached to complete the paper-and-pencil survey but were unable to complete the survey onsite were offered a note card with a link to participate online, and a survey ID and password to access the online survey. This approach met with limited success. Anecdotally, interviewers found that park users either wanted to complete the survey onsite or not at all. Out of 2,647 park users encountered during the park visits, 343 (13 percent) accepted the note cards; 22 of those given a note card (6 percent) completed the survey online.

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<sup>3</sup> To determine a response rate for the survey, the eligibility of each potential respondent in the parks would have to be determined. Because this was not feasible, the simple cooperation rate is reported here as the number of completed surveys divided by the number of completed surveys plus the number of refusals.

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## APPENDIX B: SURVEY QUESTIONNAIRE



### 2007 SAN FRANCISCO CITY PARK USER SURVEY

The San Francisco Office of the Controller and Recreation and Park Department are conducting a survey of San Francisco City Park users. The survey includes questions about your park usage, satisfaction with the condition of the City park you are visiting today, and some demographic questions. You have been invited to participate in this survey because you are visiting a San Francisco City Park. The survey is being administered by the San Francisco State University Public Research Institute.

At the end of the survey, you will be asked if you are willing to have a survey interviewer call you to ask a few follow-up questions about your responses. If you are willing to have us call you, you may provide your phone number and first name. Your answers to the survey and any follow-up questions will be kept completely confidential. If you choose not to be contacted for follow-up questions, please do not put your name or phone number on this form so that your answers will be completely anonymous.

There are no risks or benefits to you participating in this survey. Your participation is completely voluntary. The survey should take approximately 10 minutes to complete. Any questions or concerns should be directed to: James Wiley, Director, Public Research Institute, San Francisco State University, 415-338-2978.

**Please answer the following questions about your visit to the park today.**

**1. Is this your first visit to this park?**  
☐ Yes (go to 2) ☐ No (go to 1a)

**1a. IF NO: How often do you visit this park...**  
...during the **rainy** season (November-March)?  
☐ Once a week or more  
☐ 1 to 3 times a month  
☐ Less than once a month  
...during the **dry** season (April-October)?  
☐ Once a week or more  
☐ 1 to 3 times a month  
☐ Less than once a month

**2. Why did you visit this park today? Was it to: (Please check all that apply)**  
☐ Walk or jog ☐ Cycle/Ride a bike ☐ Visit a children's playground  
☐ Exercise a pet ☐ Watch or participate in an athletic activity ☐ Relax  
☐ Visit natural surroundings or see wildlife ☐ Have a picnic ☐ Attend an event or party  
☐ Sightsee or visit a tourist attraction ☐ Other (Please specify) \_\_\_\_\_

**3. With whom did you visit this park today? (Please check all that apply)**  
☐ Alone ☐ Children 0-5 years ☐ Children 6-12 years ☐ Children 13-16 years ☐ Friend(s)  
☐ Family members ☐ Pet ☐ Organized group ☐ Other (Please specify) \_\_\_\_\_

**4. How did you get to this park today?**  
☐ Walked ☐ Rode a bike ☐ Drove ☐ MUNI  
☐ Other (Please specify) \_\_\_\_\_

**5. How long did it take you to get here?**  
☐ Less than 10 minutes ☐ 10 to 20 minutes ☐ 20 to 30 minutes ☐ Over 30 minutes

**6. How much time will you spend at the park during today's visit?**  
☐ Less than 30 minutes ☐ 30 minutes up to 1 hour ☐ 1 hour up to 2 hours ☐ 2 hours or more

**7. What are the most important reasons you chose to come to this particular park? (Please check all that apply)**  
☐ Convenience of location ☐ Accessibility ☐ Safety/security ☐ Cleanliness ☐ Landscaping/greenery  
☐ Children's playground(s) ☐ Athletic court(s) ☐ Dog play area ☐ Availability of parking ☐ Availability of restrooms  
☐ Number of visitors ☐ Other (Please specify) \_\_\_\_\_

**8. What aspects of this park should be improved? (Please check all that apply)**  
☐ Accessibility ☐ Safety/security ☐ Cleanliness  
☐ Amount of graffiti/vandalism ☐ Number of homeless persons ☐ Landscaping/greenery  
☐ Condition of the children's playground(s) ☐ Condition of athletic court(s) ☐ Availability of parking  
☐ Availability of restrooms ☐ Condition of restrooms ☐ Enforcement of the leash rule for dogs  
☐ Additional dog play area ☐ Signage ☐ Other (Please specify) \_\_\_\_\_

**9. Do you feel that facilities in this park are adequately provided for people of the following age groups and abilities?**

<b>9a. Children</b>	<b>9b. Seniors</b>	<b>9c. People with disabilities</b>
<input type="checkbox"/> Yes (go to 9b) <input type="checkbox"/> No (continue below)	<input type="checkbox"/> Yes (go to 9c) <input type="checkbox"/> No (continue below)	<input type="checkbox"/> Yes (go to 10) <input type="checkbox"/> No (continue below)
<b>IF NO: What aspects do you feel are not being adequately provided...</b> <b>For children?</b> (Please check all that apply) <input type="checkbox"/> Accessibility of facilities/amenities <input type="checkbox"/> Lighting <input type="checkbox"/> Safety of structures/facilities <input type="checkbox"/> Seating availability <input type="checkbox"/> Other (Please specify) _____ (Go to 9b)	<b>For seniors?</b> (Please check all that apply) <input type="checkbox"/> Accessibility of facilities/amenities <input type="checkbox"/> Lighting <input type="checkbox"/> Safety of structures/facilities <input type="checkbox"/> Seating availability <input type="checkbox"/> Other (Please specify) _____ (Go to 9c)	<b>For people with disabilities?</b> (Please check all that apply) <input type="checkbox"/> Accessibility of facilities/amenities <input type="checkbox"/> Lighting <input type="checkbox"/> Safety of structures/facilities <input type="checkbox"/> Seating availability <input type="checkbox"/> Other (Please specify) _____ (Go to 10)

**10. How safe do you feel at this park today?**  
☐ Very safe ☐ Somewhat safe ☐ Somewhat unsafe ☐ Very unsafe ☐ No opinion

**11. Overall, how would you rate this park?**  
☐ Excellent ☐ Good ☐ Fair/Average ☐ Poor ☐ Very poor

**Please turn survey over and complete side 2**



12. Are there other San Francisco parks that you typically visit once a month or more?  
☐ Yes (go to 12a)      ☐ No (go to 13)

12a. Please list the other City parks you use once a month or more. If you don't know the name, you can write the general location of the park.  
 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

13. During which of the following days and hours do you typically visit the parks you mentioned above? (Please check all that apply)

<b>13a. Weekdays (Monday - Friday)</b>	<b>13b. Weekends (Saturday-Sunday)</b>
<input type="checkbox"/> Early morning (7:00am to 9:00am)	<input type="checkbox"/> Early morning (7:00am to 9:00am)
<input type="checkbox"/> Morning (9:00am to noon)	<input type="checkbox"/> Morning (9:00am to noon)
<input type="checkbox"/> Afternoon (noon to 4:00pm)	<input type="checkbox"/> Afternoon (noon to 4:00pm)
<input type="checkbox"/> Evening (4:00pm to 7:00pm)	<input type="checkbox"/> Evening (4:00pm to 7:00pm)

14. What is the best way to inform you about San Francisco parks? (Please check all that apply)

<input type="checkbox"/> Brochures or flyers at the parks	<input type="checkbox"/> Newspaper ads or articles
<input type="checkbox"/> Email announcements	<input type="checkbox"/> Recreation and Park Dept. website
<input type="checkbox"/> Other websites (Please specify) _____	<input type="checkbox"/> Other (Please specify) _____
Community organizations such as neighborhood park associations or parents' groups (Please specify which organization) _____	

**So we can collect information about our park users, please answer a few questions about yourself.**

15. Are you...  
☐ Female      ☐ Male

16. What is your age?  
☐ 18 to 19      ☐ 20 to 29      ☐ 30 to 44      ☐ 45 to 59      ☐ 60 to 74      ☐ 75 or older

17. Are you currently a San Francisco resident?  
☐ Yes (go to 17a)      ☐ No (go to 17c)

**IF YOU ARE A SAN FRANCISCO RESIDENT:**

17a. How long have you lived in San Francisco?  
☐ Less than 1 year      ☐ Over 1 year to 5 years      ☐ Over 5 years to 10 years      ☐ Over 10 years to 20 years      ☐ Over 20 years

17b. We'd like to know the neighborhood of San Francisco where you live. What is the intersection (street and cross street) closest to your home?  
 Street: \_\_\_\_\_ ➡ Cross street: \_\_\_\_\_ (go to 18)

**IF YOU ARE NOT A SAN FRANCISCO RESIDENT:**

17c. Do you live in the United States?  
☐ No (go to 18)      ☐ Yes (go to 17d) ➡

**IF YOU ARE A US RESIDENT:**

17d. What is your zip code?  
 Zip code: \_\_\_\_\_

18. Do you have a disability that might affect your use of City parks?  
☐ Yes      ☐ No

19. Which of the following categories best describes your race or ethnic background? (Please check all that apply)

<input type="checkbox"/> Black or African American	<input type="checkbox"/> Asian or Pacific Islander	<input type="checkbox"/> White or Caucasian
<input type="checkbox"/> Native American or Alaskan Native	<input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Other (Please specify) _____

20. How many children under age 18 live at least half of the time in your household?  
☐ None      ☐ 1      ☐ 2      ☐ 3 or more

21. What is your relationship status?  
☐ Single      ☐ Married      ☐ Living with partner      ☐ Other

22. What was your household's total income before taxes in 2006?  
☐ Less than \$10,000      ☐ Over \$10,000 to \$24,999      ☐ \$25,000 to \$49,999  
☐ \$50,000 to \$99,999      ☐ \$100,000 to \$149,999      ☐ \$150,000 or more

23. What is the highest level of education you've completed?  
☐ Less than high school      ☐ High school diploma/GED      ☐ Less than 4 years of college  
☐ 4 years of college/BA/BS degree      ☐ Graduate or professional degree

24. How many hours a week do you typically work in paid employment?  
☐ None      ☐ 1-14 hours      ☐ 15 to 34 hours      ☐ 35 or more hours

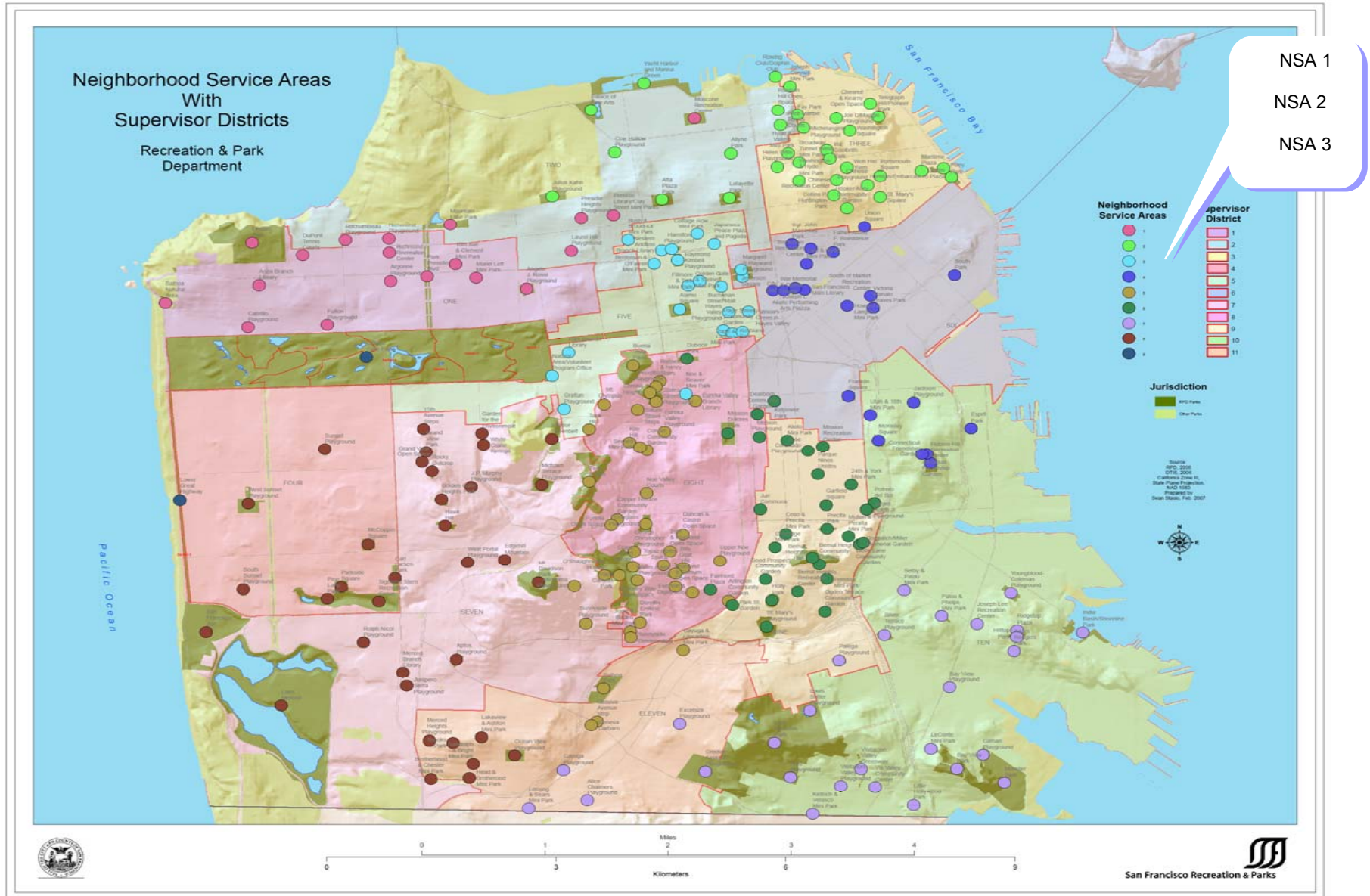
25. Please write any additional comments you have about **this park** or other San Francisco parks.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

26. Would you be willing to have a representative of the Recreation and Park Department to contact you by telephone regarding your answers on this survey?  
☐ No (survey completed)      ☐ Yes (Please provide your phone number and first name only)  
 First name: \_\_\_\_\_ Telephone number: (      ) \_\_\_\_\_ - \_\_\_\_\_

Thank you for your participation! Please return your survey to the staff member on site or in the box provided.



## APPENDIX C: MAP OF NEIGHBORHOOD SERVICES AREAS



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## **APPENDIX D: NEIGHBORHOOD SERVICES AREAS – DETAIL OF FACILITIES**

### **NEIGHBORHOOD SERVICE AREA # 1**

#### **FACILITIES**

10<sup>th</sup> & Clement Mini Park  
Anza Library  
Argonne Playground  
Cabrillo Playground  
Dupont Courts  
Edwards Street Annex  
Fulton Playground  
Laurel Hill Playground  
Lincoln Park Playground  
Mountain Lake Park  
Muriel Leff Mini Park  
Palace of Legion of Honor  
Park Presidio Boulevard  
Presidio Heights Library  
Presidio Heights Playground  
Richmond Library  
Richmond Playground  
Richmond Police Station  
Richmond Recreation Center  
Rochambeau Playground  
Rossi Playground/Pool

### **NEIGHBORHOOD SERVICE AREA # 2**

#### **FACILITIES**

Alice Marble Courts  
Allyne Park  
Alta Plaza Park  
Broadway Tunnel East  
Broadway Tunnel West  
Chestnut/Kearny Mini Park  
Chinese Playground  
Chinese Recreation Center  
Cow Hollow Playground  
Fay Park/House  
Ferry Park  
Helen Wills Park  
Huntington Park  
Hyde-Vallejo Mini Park  
Ina Coolbrith Park

Joe DiMaggio Playground/North Beach Pool  
Joseph Conrad Square  
Julius Kahn Playground  
Justin Herman Plaza  
Lafayette Park  
Marina Green  
Marina Library  
Michelangelo Playground  
Moscone Recreation Center  
North Beach Library  
Palace of Fine Arts  
Pioneer Park  
Portsmouth Square  
Russian Hill OS  
St. Mary's Square  
Washington Square/Marini Plaza  
Washington/Hyde Mini Park  
Woh Hei Yuen

### **NEIGHBORHOOD SERVICE AREA # 3**

#### **FACILITIES**

Alamo Square  
Beaver Noe Mini Park  
Biedeman Mini Park  
Buchanan Mall  
Bush/Broderick Mini Park  
Cottage Row Mini Park  
Duboce Park  
Fillmore/Turk Mini Park  
Golden Gate Mini Park  
Grattan Playground  
Hamilton Recreation Center  
Hayes Green  
Hayes Valley Playground  
James Lang Field  
Japantown Peace Plaza  
Jefferson Square  
Kimball Playground  
Koshland Park  
Margaret Hayward Playground  
Page Street Mini Park  
Western Addition Library

## **NEIGHBORHOOD SERVICE AREA # 4**

### **FACILITIES**

Bessie Carmichael Park  
Boeddeker Park  
City Hall  
Esprit Park  
Franklin Square  
Howard Langton Mini Park  
Jackson Playground  
Joseph Alioto Piazza  
Main Library  
McKinley Square  
Potrero Hill Mini Park  
Potrero Hill Recreation Center  
Potrero Library  
Sgt. John Macaulay Mini Park  
South of Market Gene Friend Recreation Center  
South Park  
Tenderloin Children's Playground  
Turk/Hyde Mini Park  
Union Square  
Utah/18<sup>th</sup> Mini Park  
War Memorial Performing Arts Center  
Woods Yard

## **NEIGHBORHOOD SERVICE AREA # 5**

### **FACILITIES**

29<sup>th</sup> & Diamond OS  
Balboa Complex  
Berkeley Way OS  
Buena Vista Park  
Cayuga Lamartine Mini Park  
Christopher Playground  
Corona Heights Park & Randall Museum  
Diamond/Farnum Lot  
Douglass Playground  
Duncan Castro OS  
Eureka Valley Library  
Eureka Valley Recreation Center  
Everson /Digby Lots  
Geneva Strip  
Glen Park Recreation Center & Canyon  
Joost/Baden Mini Park  
Kite Hill

Miraloma Playground  
Mt. Olympus  
Noe Valley Courts  
Noe Valley Library  
Peixotto Playground  
Portola Lots  
Saturn Steps  
Seward Mini Park  
States Street Playground  
Sunnyside Conservatory  
Sunnyside Playground  
Topaz Lot  
Twin Peaks  
Upper Noe Recreation Center  
Walter Haas Playground

## **NEIGHBORHOOD SERVICE AREA # 6**

### **FACILITIES**

24<sup>th</sup> Street & York Mini  
Alioto Mini  
Bernal Hill OS  
Bernal Library  
Bernal Recreation Center  
Bonview Lot  
Brewster Mini Park  
Coleridge Street Mini Park  
Coso-Precita Mini Park  
Dolores Park  
Eugenia/Prentice Mini Park  
Fairmont Plaza  
Garfield Playground/Pool  
Holly Park  
Jose Coronado Playground.  
Juri Commons Mini  
Kidpower Park  
Mission Library  
Mission Playground/Pool  
Mission Recreation Center Complex  
Mullen Peralta OS  
Parque Ninos Unidos  
Potrero del Sol  
Precita Park  
Rolph Playground  
St. Mary's Recreation Center

## **NEIGHBORHOOD SERVICE AREA # 7**

### **FACILITIES**

Adam Rogers Mini Park  
Alice Chalmers Playground  
Bayview Hill  
Bayview Library  
Bayview Park  
Campbell/Rutland Mini Park  
Cayuga Playground  
Crocker Amazon Playground  
Excelsior Library  
Excelsior Playground  
Gilman Playground  
Hans Schiller Mini Park  
Herz Playground/Coffman Pool  
Hilltop Park  
India Basin  
Joseph Lee Recreation Center (closed for renovation)  
Kellogg-Velasco  
Leconte Mini Park  
Lessing Sears Mini Park  
Little Hollywood  
Louis Sutter Playground  
McLaren Park  
McLaren Park (Persia & Mansell)  
Palega Recreation Center  
Palou Phelps Mini Park  
Palou Selby Mini Park  
Reis Tract  
Ridgetop Park  
Silver Terrace Playground  
Visitacion Valley Greenway  
Visitacion Valley Playground  
Youngblood Coleman Playground

## **NEIGHBORHOOD SERVICE AREA # 8**

### **FACILITIES**

Aptos Playground  
Brooks Park  
Brotherhood/Head Mini Park  
Chester Street Mini Park  
Edgehill Park  
Golden Gate Heights  
Grandview OS

Hawk Hill  
Interior Greenbelt  
J.P. Murphy Playground  
Junipero Serra Playground  
Lake Merced  
Lakeview/Ashton Mini Park  
Larsen Park/Sava Pool  
McCoppin Square/Library  
Merced Heights Playground/Library  
Midtown Terrace Playground  
Minnie & Lovie Ward Recreation Center/Oceanview Park  
Mount Davidson  
Oceanview Library  
Ortega Library  
Parkside Square  
Pine Lake  
Randolph/Bright Mini Park  
Rolph-Nicol Park  
Sigmund Stern Grove  
South Sunset Playground  
Sunset Recreation Center  
West Portal Library  
West Portal Playground  
West Sunset Playground



## APPENDIX E: COMPLETED SURVEYS BY NEIGHBORHOOD SERVICE AREA, PARK, TIME AND DAY (WEEKDAY/WEEKEND)

Neighborhood Service Area (NSA)	Park	Weekdays (Monday-Friday)				Weekends (Saturday-Sunday)				Totals
		Early morning (7-9am)	Morning (9am-noon)	Afternoon (noon-4pm)	Evening (4-7pm)	Early morning (7-9am)	Morning (9am-noon)	Afternoon (noon-4pm)	Evening (4-7pm)	
1	Moscone Playground	2	0	18	5	2	6	14	4	51
	Richmond Playground	0	12	1	4	0	8	4	1	30
	<b>Total NSA 1</b>	<b>2</b>	<b>12</b>	<b>19</b>	<b>9</b>	<b>2</b>	<b>14</b>	<b>18</b>	<b>5</b>	<b>81</b>
2	Joe Dimaggio/North Beach Playground	0	2	6	1	3	1	8	0	21
	Julius Kahn Playground	0	3	6	1	1	1	16	6	34
	Lafayette Park	5	5	9	5	4	4	32	7	71
	St. Mary's Square	0	2	5	2	2	2	7	3	23
	<b>Total NSA 2</b>	<b>5</b>	<b>12</b>	<b>26</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>63</b>	<b>16</b>	<b>149</b>
3	Alamo Square	3	13	27	8	3	4	6	2	66
	Duboce Park	4	4	2	2	1	12	8	7	40
	Grattan Playground	1	4	16	4	0	2	1	2	30
	Hamilton Playground	0	1	1	6	0	3	2	2	15
	<b>Total NSA 3</b>	<b>8</b>	<b>22</b>	<b>46</b>	<b>20</b>	<b>4</b>	<b>21</b>	<b>17</b>	<b>13</b>	<b>151</b>
4	Franklin Square	0	4	5	2	5	3	10	2	31
	Jackson Playground	2	2	5	7	0	12	2	5	35
	South of Market Recreation Center	0	6	4	1	0	1	2	0	14
	<b>Total NSA 4</b>	<b>2</b>	<b>12</b>	<b>14</b>	<b>10</b>	<b>5</b>	<b>16</b>	<b>14</b>	<b>7</b>	<b>80</b>
5	Balboa Park	0	13	5	3	1	6	7	19	54
	Douglass Playground	0	4	16	0	0	8	0	17	45
	Walter Haas Playground	2	3	5	1	0	3	5	11	30
	<b>Total NSA 5</b>	<b>2</b>	<b>20</b>	<b>26</b>	<b>4</b>	<b>1</b>	<b>17</b>	<b>12</b>	<b>47</b>	<b>129</b>
6	Holly Park	7	4	0	5	0	0	1	4	21
	Mission Dolores	1	4	11	27	5	23	10	35	116
	Parque Ninos Unidos	1	5	8	17	0	1	3	10	45
	<b>Total NSA 6</b>	<b>9</b>	<b>13</b>	<b>19</b>	<b>49</b>	<b>5</b>	<b>24</b>	<b>14</b>	<b>49</b>	<b>182</b>

		Weekdays (Monday-Friday)				Weekends (Saturday-Sunday)				
Neighborhood Service Area (NSA)	Park									Totals by Park and NSA
		Early morning (7-9am)	Morning (9am-noon)	Afternoon (noon-4pm)	Evening (4-7pm)	Early morning (7-9am)	Morning (9am-noon)	Afternoon (noon-4pm)	Evening (4-7pm)	
7	Crocker Amazon Playground	0	2	17	3	1	7	2	2	34
	Gilman Playground	0	1	0	0	0	2	1	0	4
	John McLaren Park	4	26	5	12	1	7	14	3	72
	Silver Terrace Playground	5	6	0	7	0	4	0	0	22
	Total NSA 7	9	35	22	22	2	20	17	5	132
8	South Sunset Playground	2	1	4	10	0	7	9	22	55
	Sigmund Stern Grove	0	3	9	7	0	4	3	1	27
	Sunset Playground	1	10	8	8	0	1	8	0	36
	West Portal Playground	0	0	7	13	0	14	0	12	46
	Total NSA 8	3	14	28	38	0	26	20	35	164
9	Total NSA 9 (Golden Gate Park only)	6	11	13	33	8	39	114	71	295
TOTAL BY PERIOD		46	151	213	194	37	185	289	248	TOTAL =1363
		TOTAL WEEKDAY=604				TOTAL WEEKEND=759				

# **APPENDIX F: Summary of Follow Up Phone Interviews**

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## **City and County of San Francisco May 2007 Park Intercept Survey**

### **Summary of Follow-Up Phone Interviews**

Prepared by the Public Research Institute (PRI), San Francisco State University, and the Controller's Office

#### **Purpose and Method**

In order to add context to the Park Intercept Survey results, PRI conducted follow-up telephone calls with 20 survey respondents who provided their first name and telephone number when they completed the survey. The follow-up calls were approximately 20 minutes long and included the following questions:

- In general, when you visit a park, what are the things that make you feel safe or unsafe there?
- When you visit a park, what are the things you notice about that park's cleanliness? In other words, when you feel that a park is not clean, what stands out to you?
- Can you think of specific ways that the restrooms can be improved at the parks you visit?
- As a park user, what do you think should be the most important enforcement priorities for these park rangers to pursue?
- Can you think of anything that would make you visit San Francisco parks more often?
- I noticed you [insert transportation mode] to the park on the day you took the survey. Is that how you typically get to the parks you visit? Why or why not?
- If changes in MUNI routes or service made it easier for you to access parks do you think you'd be more likely to use MUNI to get to SF parks, or to visit different parks? Why or why not?

These questions were selected as a result of discussions between staff in the Controller's Office and the Recreation and Park Department, based on findings from the Park Intercept Survey, priorities for performance measurement and allocation of park resources, and the overall goal of increasing City park use.

The phone calls took place between November 6 and November 15, 2007. A random sample of the park users who had provided contact information and agreed to participate in a follow-up call was used to represent the larger group of intercept survey respondents. Of the 357 respondents who agreed to be contacted for a follow-up phone call, a random sample of 75 was drawn, stratified so that NSAs were equally represented within the sample. Those respondents were contacted up to three times to complete a follow-up interview. To mirror the written surveys collected, the goal was to conduct four surveys in Chinese and four in Spanish; of the completed follow-up interviews, three were actually

conducted in Chinese, and two in Spanish. Among the nine NSAs, follow-up interviews were distributed as follows: one interview in NSAs 1 and 7; two interviews each in NSAs 2, 3, and 5; and three each in NSAs 4, 6, 8 and 9 (Golden Gate Park). The phone calls were recorded, and for each phone call, the main points for each topic were compiled as a brief summary. A summary of the overall results is included as follows.

## Key Findings

### Demographics of Respondents

In terms of demographic characteristics, survey respondents who agreed to be contacted for follow-up phone calls, and those with whom follow-up calls were conducted, differed from those who declined to provide their contact information in several ways:

- Intercept survey respondents age 20-29 were less likely to provide their contact information for a follow-up phone call, and those 45 and older were more likely.
- San Francisco residents were more likely to agree to a follow-up call.
- Survey respondents with children were more likely to agree to a follow up call.
- White and Hispanic respondents were more likely than Asian or African American/Black respondents to provide their contact information for a follow-up call. However, more white respondents and fewer Hispanic respondents who had provided their information were available to participate in follow-up phone calls.

### Demographic Characteristics of Intercept Survey Respondents, Respondents Agreeing to Follow-Up Phone Calls, and Respondents Participating in Follow-Up Phone Calls

	Park Intercept Survey Respondents (n=1363)	Respondents Agreeing to Follow- Up Calls (=357)	Respondents Participating in Follow-Up Calls (n=21)
Male	43%	42%	43%
Female	57%	58%	57%
18 to 19	3%	3%	5%
20 to 29	23%	12%	10%
30 to 44	48%	49%	48%
45 to 59	18%	23%	24%
60 to 74	8%	11%	10%
75 or older	1%	1%	5%
Children in household	46%	52%	62%
No children in household	54%	48%	38%
SF Resident	84%	89%	95%
Non-SF resident	16%	11%	5%
White/Caucasian	57%	61%	71%
Asian/Pacific Islander	19%	16%	14%
Latino/Hispanic	16%	19%	10%
African-American/Black	4%	3%	5%

### Safety

*Presence of others* — Several respondents stated that the presence of Recreation and Parks staff and other park users who appear to be using the park for recreation or enjoyment, particularly those with children or elderly people, increase feelings of safety at the parks they visit. However, presence of homeless people and groups of teenagers or people who appear to be associated with drug use or to be using the park for loitering,

contribute to feelings of being unsafe. Respondents used phrases such as “family atmosphere” to describe safe parks, while describing the expectation that some park users would cause “agitation” or “trouble” as creating an unsafe feeling in some parks. Several park users specifically mentioned that they feel unsafe in parks with homeless people present.

Older children — A few respondents were concerned that a lack of equipment, structures, and/or programming for older children, as well as the behavior of unsupervised older children at parks, creates an unsafe environment for young children. Some respondents described older children “playing rough” with the younger children.

Cleanliness — Park users described feeling safer in parks that they consider to be clean and well maintained. This includes the sense that dirty or poorly maintained parks are less safe due to the presence of dangerous items such as glass or used needles in the sand, as well as a more general sense that poorly maintained parks are somehow generally less safe. One respondent described a park that made her feel unsafe as “sad and forgotten.”

Traffic — Park users, particularly those who visit with children, described avoiding parks that are adjacent to heavy, noisy, or fast-moving traffic. Several specifically mentioned feeling unsafe having to cross busy streets to get to parks.

Structural features — Park users mentioned that gates, fences, or other structural features that isolate a park from the outside neighborhood contribute to feelings of safety. Within the park, open spaces and design features that make park users feel visible to others in the park contribute to feelings of safety. Conversely, parks with overgrown vegetation or design features that obstruct a clear view of other park users seem to make park users feel less secure.

Surrounding neighborhood — Some park users described the neighborhood surrounding the park as contributing to feelings of safety more so than aspects of the park itself. One user described feeling safe in parks in the Sunset and the Richmond, while another stated that she felt safe in McLaren Park because she knew the neighborhood well. Typically, park users described feeling comfortable using parks in their neighborhood because of the familiar surroundings.

## **Cleanliness**

Garbage/Litter and dog feces — Park users mentioned garbage (including overflowing receptacles) and dog feces most frequently when asked what gave them the feeling that a park was unclean. Several park users mentioned that the presence of garbage receptacles contribute to a park’s impression of cleanliness. Some respondents also mentioned that the clean-up after large events seems slow.

Drug paraphernalia — Several park users described the presence of needles, syringes, or other detritus associated with drug use as a cleanliness problem.

Debris in the sand — Several respondents reported finding glass, dog feces, and other debris in the sand at children’s playgrounds.

Homeless people — The presence of homeless people at parks contributes to perceptions of uncleanness; one park user described parks with homeless people as “unhygienic.”

General maintenance — Park users seem to conflate the condition of the park grounds and facilities with cleanliness. Broken or unpainted equipment, poorly kept grounds, and old or poorly kept ground covering (such as sand, asphalt, bark, or grass) all contribute to the impression that a park is unclean.

## **Restrooms**

Availability — The most frequent complaint about restrooms was that they are closed too often.

Condition of newer restrooms — Several respondents mentioned restrooms at specific parks that have been recently built or renovated, saying they were nicer than those at other parks they had visited. Conversely, older restrooms convey a feeling of being unkempt and unclean.

Amenities and cleanliness — Lack of toilet paper, soap, and paper towels are a problem at several parks. One park user suggested that more baby changing facilities should be installed, particularly in men's rooms. Many respondents commented that bathrooms seem dirty and not regularly maintained.

Loitering — Several respondents complained about loitering around restrooms; some specifically mentioned homeless loiterers, another simply described people making the restrooms feel unsafe to use, particularly with young children. Similarly, drug use in the restrooms is a problem in some parks.

## **Priorities for Park Rangers**

General safety — Respondents would like to see park rangers enforce existing regulations and promote safe behavior, from drinking and illegal drug use to leash laws, skateboarding, and loitering.

Homelessness/Loitering — Many respondents suggested that park rangers should enforce anti-panhandling laws and do something about homeless people in the parks. Several respondents specifically mentioned keeping adults without children away from the playgrounds and preventing drug use in City parks.

Leash laws — Some respondents would like park rangers to enforce leash laws for dog owners, particularly in playground areas.

Use of park space — Some respondents would like to see park rangers enforce sharing of space. One respondent specifically described making reservations to use a particular park space but having to confront others using the space during his reservation time.

## **Increasing Park Use**

Hold more events — Several park users suggested that holding more organized events at San Francisco parks would increase their park usage. Park users specifically mentioned A la Carte in the Park, the Stern Grove Festival, and entertainment for children as the types of events they would like to see more of.

Improve playgrounds — Other users suggested that updating playgrounds and adding equipment suitable for older children would increase park usage.

Expanding MUNI accessibility is not likely to increase park usage — With few exceptions, respondents stated that increasing accessibility to parks via MUNI would not increase their park use. Those who use MUNI already say that the parks they frequent are already MUNI accessible, and those who do not use MUNI tend to walk or drive to the closest park.

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## APPENDIX G: DEMOGRAPHIC PROFILE OF SURVEY RESPONDENTS

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- Fifty-seven percent of the survey respondents were female, and 43 percent were male.
- Almost half (48 percent) of survey respondents were between age 30 and 44, and 8 percent were age 60 or older, compared to the San Francisco population, in which 35 percent are age 30-44 and 23 percent are age 60 or older.
- Eighty-four percent of survey respondents were San Francisco residents. Among them, 54 percent have lived in the City for ten years or longer, compared to an estimated one-third of the San Francisco population. Residents of five years or less, comprising an estimated half of the City's population, made up 26 percent of the survey's San Francisco respondents.
- Of non-San Francisco residents, 18 percent live outside of the U.S. (3 percent of the entire survey sample).
- Three percent of the survey sample described themselves as having a disability that may affect their use of City parks.
- Of survey respondents who described themselves as one race or ethnicity, 4 percent said they were African American, compared to 7 percent of the estimated San Francisco population; 18 percent said they were Asian or Pacific Islander, compared to 31 percent of San Francisco; 15 percent said they were Hispanic or Latino, compared to 12 percent of San Francisco, and 57 percent said they were white, compared to 48 percent of San Francisco.
- Compared to only 18 percent of San Francisco households who have one or more children under 18, 46 percent of park users surveyed had children living in their households.
- Park users surveyed had higher average income than estimated among the San Francisco population; 20 percent had household income of less than \$25,000 compared to 25 percent of San Franciscans, and 63 percent had income of \$50,000 or more, compared to 56 percent of San Franciscans.
- Compared to the San Francisco population, park users surveyed were less likely to work full time (54 percent of park users compared to 65 percent of San Franciscans).
- Two-thirds of park users surveyed had four years of college/BS/BA degree, compared to 53 percent of San Franciscans.

- Half (51 percent) if park users surveyed were married compared to 41 percent of San Franciscans; 34 percent were single, and 12 percent were co-habiting with a partner.

Gender			
	Frequency	Valid Percent	Cumulative Percent
Female	756	57.4	57.4
Male	560	42.6	100.0
Total	1,316	100.0	

Age			
	Frequency	Valid Percent	Cumulative Percent
18 to 19	34	2.6	2.6
20 to 29	301	22.9	25.5
30 to 44	623	47.5	73.0
45 to 59	242	18.4	91.5
60 to 74	99	7.5	99.0
75 or older	13	1.0	100.0
Total	1,312	100.0	

San Francisco resident			
	Frequency	Valid Percent	Cumulative Percent
Yes	1,110	83.6	83.6
No	218	16.4	100.0
Total	1,328	100.0	

Length of San Francisco residence			
	Frequency	Valid Percent	Cumulative Percent
Less than 1 year	83	7.7	7.7
Over 1 year to 5 years	202	18.6	26.3
Over 5 years to 10 years	212	19.6	45.8
Over 10 years to 20 years	292	26.9	72.8
Over 20 years	295	27.2	100.0
Total	1,084	100.0	

Live in US?			
		Valid Percent	Cumulative Percent
No	37	2.7	18.4
Yes	164	12.0	100.0
Total	201	14.7	

Disability that might affect use of SF parks?			
	Frequency	Valid Percent	Cumulative Percent
Yes	44	3.4	3.4
No	1,240	96.6	100.0
Total	1,284	100.0	

Ethnicity Frequencies			
		Responses	
		Frequency	Percent
Race/Ethnicity (Check all that apply)(a)	Black or African American	60	4.4%
	Asian or Pacific Islander	255	18.5%
	White or Caucasian	787	57.1%
	Native American or Alaskan Native	15	1.1%
	Hispanic or Latino	216	15.7%
	Other race/ethnicity	45	3.3%
Total		1,378	100.0%

a. Dichotomy group tabulated at value 1.

Number of children in household			
	Frequency	Valid Percent	Cumulative Percent
None	705	54.2	54.2
1	260	20.0	74.2
2	250	19.2	93.5
3 or more	85	6.5	100.0
Total	1,300	100.0	

Relationship status			
	Frequency	Valid Percent	Cumulative Percent
Single	443	34.1	34.1
Married	657	50.6	84.7
Living with partner	154	11.9	96.6
Other	44	3.4	100.0
Total	1,298	100.0	

Household income			
	Frequency	Valid Percent	Cumulative Percent
Less than \$10,000	111	9.5	9.5
Over \$10,000 to \$24,999	127	10.9	20.4
\$25,000 to \$49,999	201	17.2	37.6
\$50,000 to \$99,999	349	29.9	67.5
\$100,000 to \$149,999	184	15.8	83.2
\$150,000 or more	196	16.8	100.0
Total	1,168	100.0	

Highest level of education			
	Frequency	Valid Percent	Cumulative Percent
Less than high school	73	5.7	5.7
High school diploma/GED	172	13.5	19.2
Less than 4 years of college	186	14.6	33.8
4 years of college/BA/BS degree	450	35.3	69.0
Graduate or professional degree	395	31.0	100.0
Total	1,276	100.0	

Hours of weekly employment			
		Frequency	Valid Percent
Valid	None	250	19.7
	1 to 14 hours	111	8.7
	15 to 34 hours	221	17.4
	35 or more hours	689	54.2
	Total	1,271	100.0

## APPENDIX H: Demographics Comparison with Biennial City Survey

Ethnicity*	SF City Park User Survey (SF Residents)		2007 San Francisco City Survey Sample	CA Dept of Finance Estimation 2000-2004
African-American/Black	47	4%	5%	7%
Asian or Pacific Islander	227	18%	23%	31%
Latino/Hispanic	190	15%	7%	12%
Native American/Indian	4	0%	0%	<1%
White /Caucasian	739	57%	58%	48%
Mixed ethnicity	64	5%	5%	2%
Other	23	2%	2%	<1%
Total	1294	100%	100%	100%

\*Survey item was check all that apply; only those listing one ethnic group are included in specific ethnic groups in this column, and those listing more than one group are included in the mixed ethnicity category, for comparison to the CA Department of Finance estimate.

State of California, Department of Finance, *Estimated Race/Ethnic Population with Age and Sex Detail, 2000–2004*. Sacramento, CA, April 2006.

Years lived in SF	SF City Park User Survey (SF Residents)		2007 San Francisco City Survey Sample	2000 Census
Less than 1 year	83	8%	2%	19%
1 to 4 years	202	19%	12%	31%
5 to 9 years	212	20%	13%	17%
10 to 19 years	292	27%	20%	15%
Over 19 years	295	27%	53%	18%
Total	1084	100%	100%	100%

Census 2000 Summary File 3 (SF 3) - Sample Data

Age	SF City Park User Survey (SF Residents)		2007 San Francisco City Survey Sample	2005 American Community Survey
18 to 20	34	3%	0%	2%
20-29 years old	301	23%	8%	17%
30-44 years old	623	48%	31%	35%
45-59 years old	242	18%	30%	24%
60-74 years old	99	8%	20%	14%
Over 74 years old	13	1%	11%	9%
Total	1312	100%	100%	100%

2005 American Community Survey Summary Tables

Highest level of education	SF City Park User Survey (SF Residents)		2007 San Francisco City Survey Sample	2005 American Community Survey (25 and older)
Less than high school	73	6%	4%	13%
High school	172	14%	11%	13%
Less than 4 years of college	186	15%	20%	21%
4 or more years of College/post graduate	845	66%	65%	53%
Total	1276	100%	100%	100%

2005 American Community Survey Summary Tables

Employment (hours/week)	SF City Park User Survey (SF Residents)		2007 San Francisco City Survey Sample	2005 American Community Survey
None	250	20%	30%	18%
1 to 14	111	9%	4%	3%
15 to 35	221	17%	11%	14%
35 or more	689	54%	56%	65%
Total	1271	100%	100%	100%

2005 American Community Survey Summary Tables

Gender	SF City Park User Survey (SF Residents)		2007 San Francisco City Survey Sample	2005 American Community Survey
Female	756	57%	54%	50%
Male	560	43%	46%	50%
Total	1316	100%	100%	100%

2005 American Community Survey Summary Tables

Annual income	SF City Park User Survey (SF Residents)		2007 San Francisco City Survey Sample	2005 American Community Survey
Less than \$10,000	111	10%	7%	10%
\$10,000 to \$24,999	127	11%	12%	15%
\$25,000 to \$49,999	201	17%	19%	18%
\$50,000 to \$99,999	349	30%	30%	28%
\$100,000 or more	380	33%	32%	28%
Total	1168	100%	100%	100%

2005 American Community Survey Summary Tables

Households with children age 18 and under*	SF City Park User Survey (SF Residents)		2007 San Francisco City Survey Sample	2005 American Community Survey
Children in San Francisco	595	46%	20%	18%
No children in San Francisco	705	54%	80%	82%
Total	1300	100%	100%	100%

